FACTORS SHAPING INDIVIDUAL INVESTOR PARTICIPATION IN GOVERNMENT SECURITIES: CASE OF LIVINGSTONE DISTRICT

BY

CHEWE KATONGO

COMPUTER NO: 721000258

A DISSERTATION SUBMITTED TO THE UNIVERSITY OF ZAMBIA IN COLLABORATION WITH THE ZIMBABWE OPEN UNIVERSITY FOR THE PARTIAL FULFILMENT FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION DEGREE.

LUSAKA ZAMBIA

YEAR: 2023

Declaration

I, ***Chewe Katongo***, hereby declare that "to the best of my knowledge", this Dissertation is my original work and has not been presented before by anyone else at University of Zambia or at any other University except where due acknowledgement has been made in text as will be seen in the document.

Student's Signature: …………………………

Date: …………………………………………

Student Number**: 721000258**

Supervisor's name**: Dr Mathew Saili**

Signature…………………………………

Date………………………………………

CERTIFICATE OF APPROVAL

This Dissertation of Chewe Katongo is approved as fulfilling the requirements for the award of the degree of Master of Business Administration (MBA) offered at the University of Zambia in collaboration with Zimbabwe Open University.

Name: Signature

Dr Mathew Saili …………………….

(Supervisor)

Examiners signature:

Singed……………………... Date…………………….

Board of Examiner

……………………………..

Date of approval

Dedication

I would like to dedicate my Dissertation to my late father Mr Pardon Sylvester Katongo who always encouraged me to remain focused in my education journey and wished me the best in life as his last-born son. I further dedicate this work to my Children, Nephews and Nieces hoping that they will be encouraged to also attain greater heights in their education journey. Finally, I wish to dedicate this work to my dearest wife Natasha Tumba Katongo who has been a very strong support system throughout my studies.

Acknowledgements

I wish to acknowledge my dear wife Natasha Tumba Katongo for enduring my long absence from home and for supporting me throughout my studies. My supervisor Dr Mathew Saili for his relentless efforts in correcting my work whenever I called upon him, my employers for according me time to study during residential school. I would be failing in my duties not to ultimately acknowledge the good Lord for remaining faithful and for having given me the grace and knowledge to complete my studies.

Abstract

Individual investor participation in government securities is critical for both financial market development and government funding. This study delved into the factors influencing individual investors' decisions to participate in government securities, focusing on the Livingstone District. Utilizing a mixed-method approach involving surveys and interviews, the research aimed at comprehensively analysing the determinants of investor behaviour in this specific context. The study identified five key factors shaping individual investor participation in government securities within the Livingstone District. First, demographic characteristics such as age, income level, and education significantly impact investment decisions. Second, socio-economic factors included employment status and financial literacy influence investors' perceptions and attitudes towards government securities. Third, risk perceptions and the perceived safety of government securities play a pivotal role in shaping investor behaviour. Moreover, access to information and investment channels emerged as crucial determinants, highlighting the importance of market transparency and investor education initiatives. Findings: Investment Experience: the revealed findings revealed that 64.29% of participants have previously invested in government bonds and securities, indicating a certain level of familiarity with the asset class. Findings: Risk Assessment Methods: Investors predominantly assess risk using credit ratings, market trends, historical performance, and economic indicators. Rating: The majority of participants rated the economic conditions as either Average or Good, indicating overall positive sentiment. Motivating Factors: Investors are primarily motivated by factors such as stability, low risk, fixed income, and tax benefits associated with government securities. Finally, institutional factors such as regulatory frameworks, market infrastructure, and investor support services significantly influenced investor confidence and participation. Through a combination of quantitative surveys and qualitative interviews, the research provided a nuanced insights into the complex behavioural dynamics underlying individual investor participation in government securities.

Keywords: Investors, Securities, Livingstone, Behaviour, Market.

Table of Contents

List of Tables **Page Number**

Acronyms

BOZ-Bank of Zambia
CQ -Cultural Intelligence
DRGS-Directorate of Research and Graduate Studies
EPS-Earnings Per Share
FDI -Foreign Direct Investment
FII -Foreign Institutional Investors
GS -Government Securities
GB-Government Bonds
IDE -Institute of Distance Learning
IPO -Initial Public Offering
KYC -Know Your Customer
LSTN -Livingstone
MBA -Master of Business Administration
MOF-Ministry of Finance
NEFT -National Electronic Fund Transfer
OP -Organisational Performance
PER -Price Earnings Ratio
RTGS -Real Time Gross Settlement
SEC -Securities and Exchange Commission
LUSE-Lusaka Stock Exchange
LOT-List of Tables
TOC -Table of Content
UNZA -University of Zambia
ZOU -Zimbabwe Open University
ZDA -Zambia Development Agency

CHAPTER ONE

Introduction

1.1Overview

(Kadariya, S., 2012), The global financial landscape has witnessed a surge in individual investor participation in government securities, marking a significant shift in investment patterns. This study delved into the specific context of Livingstone District to unravel the factors that influenced individual investors' engagement in government securities. (Khanam, Z, 2017), Government securities play a crucial role in a country's financial landscape, attracting diverse investors. This study focused on the individual investor participation in government securities within the Livingstone District. The choice of Livingstone District offers a unique context for examining the factors influencing individual investors, given its distinctive economic, social, and demographic characteristics.

1.2 Background of the study

(Krishnan R & Booker D M, 2002), Research on individual investor behaviours in financial markets had gained prominence due to its implications for economic stability and public finance. As noted by Barber and Odean (2008), individual investors often exhibited behavioural biases that impacted their investment decisions. Livingstone District served as a unique case study, offering insights into the localized factors influencing investor participation in government securities. Individual investor participation in government securities was vital for both economic development and fiscal stability. Governments worldwide rely on domestic retail investors to finance public debt through the issuance of government securities. Understanding the factors that influence individual investors' decisions to participate in these securities is crucial for policymakers, financial regulators, and market practitioners. This detailed background aimed at exploring past and current developments in this field, highlighting the knowledge gap that the present study seeks to fill.

1.3 Past Developments

Historically, government securities have been considered safe havens for investors due to their low credit risk. The perception of safety associated with government securities has made them attractive investment options, particularly during periods of economic uncertainty or market volatility. As a result, individual investors often include government bonds in their investment portfolios as a means of diversification and wealth preservation.

However, despite their perceived safety, individual investor participation in government securities has varied across different regions and time periods. Factors such as economic conditions, interest rates, regulatory frameworks, and investor preferences had influenced the level of investor participation in government securities. Additionally, advancements in financial technology and changes in market structure had also impacted how individual investors access and invest in government securities. The study carried out by Markowitz in 1952 named "portfolio selection" pioneered the development of new theories in this field (Cihangir et al., 2008). The mean-variance model and optimal portfolio selection model defined by Markowitz formed the basis of most of the studies done in the field of investment (Kardiyen, 2008). With the help of the theory developed by Markowitz, it was suggested that the risk cannot be reduced just by increasing the number of financial instruments and the decision for investment should be made by taking into consideration the direction and degree of the relations among the investment instruments. Thus, the traditional portfolio approach lost ground (Demirtaş and Güngör, 2004). According to the modern portfolio theory of Markowitz, it was predicted that the overall risk of portfolio could be lower than that of each of the financial assets and even in some cases, that the non-systematic risk of portfolio could be reduced to zero. Nevertheless, it was pointed out that investors could prefer some portfolios for being less risky although they produce the same amount of yield and again, they could prefer others for higher yields even though they have the same level of risk (Markowitz, 1952). In Harry Markowitz's opinion, the risk can be reduced considerably with reverse correlations among the investment instruments as well as by diversifying the investment instruments available in the investors' portfolio (Çetin, 2007). According to this theory, Markowitz preferred the portfolios with lower risks instead of the ones with higher yields while forming a portfolio and diversifying it (Civan, 2007). Later on, Fama developed the efficient market theory, firstly presented by Kendal (1953), and stated that stock quotation is formed randomly and will not change related to previous quotation. Trying to answer questions like "can an investor guess the future quotation considering the past price movements or statements of companies? (Karan, 2011)" Fama firstly in 1961 described the efficient market as "fast concord of the market into new information" and later described it broadly as "asset prices reflecting all the information in the current market" (Güngör, 2003). As a result of the studies carried out in the following periods during which rational models failed to explain individual investor behaviours, it was found that the choices of individuals among various and risky choices conflicted with rational individual behaviours and as a result, a behavioural finance approach developed as a response to this approach. Behavioural finance developed rapidly as a result of the fact that the studies of psychologists were taken into consideration by economists and created an interest. Two studies by Kahneman and Tversky, who were interested in the subject, affected the area of finance deeply. Their first study, which was on shortcut-motive errors (Kahneman and ve Tversky, 1974), was published in 1974, whilst the second study, which was on frame dependency, was published in 1979 (Bayar, 2011), and these two people formed the basis for behavioural finance (Bayar, 2011). Unlike existing theories, Kahneman and Tversky (1979) mentioned irrational investors in their studies. In this sense, the expectation theory they suggested aroused big interest. In this theory Kahneman and Tversky stated that investors concentrate on loss and gains at different levels. Also, Kahneman and Tversky argued that instead of expected risk, perceived risk must be taken into account. With his study entitled "integration of outcomes of psychological research into economy sciences and decision making against indecision" that he wrote with Tversky, Kahneman received the Nobel Prize for Economics in 2002. For Kahneman, this prize was an indicator that behavioural finance was widely and scientifically accepted.

1.4 Current Developments

In recent years, there has been a growing recognition of the importance of individual investor participation in government securities, particularly in emerging markets and developing economies. Governments have increasingly focused on mobilizing domestic savings through retail bond programs to fund public expenditures and infrastructure projects. This trend reflects a shift towards decentralizing government debt and reducing reliance on foreign investors.

Furthermore, technological advancements have democratized access to financial markets, enabling individual investors to participate in government securities through online platforms and mobile applications. This has expanded the reach of government bond programs and facilitated greater retail investor participation. However, despite these developments, there remain significant challenges and barriers that hinder individual investor participation in government securities. Bennet et al. (2011) sought to identify various factors that influence retail investors' attitude towards investing in equity stock markets. They applied a structured questionnaire to retail investors in Tamil Nadu, India. Collected data were analyzed through descriptive statistics and FA. According to the test results, out of the total 26 variables, it was found out that five factors (investors' tolerance for risk, strength of the Indian economy, media focus on the stock market, political stability and government policy towards business) had a very high influence over retail investors' attitude towards investing in equity stocks. Shanmughama and Ramyab (2012) tried to explain underlying factors that affect individual investors' behaviour in context of the theory of reasoned action (Fishbein and Ajzen, 1975) and the theory of planned behaviour (Ajzen, 1985; Ajzen, 1991). They collected the data by applying a questionnaire to the respondents living in Coimbatore city of Tamil Nadu State, India. By performing regression analysis, they found that social factors, namely social interactions and media, influenced the trading behaviour (trading frequency) of individual investors. Tabassum Sultana and Pardhasaradhi (2012) carried out a survey on factors influencing Indian individual equity investors' decision making and behaviour. By performing FA, out of 40 attributes, they identified 10 factors which represent investors' decisions in common. Cronbach's-alpha test was used to test the reliability of the 40 items, which were categorized under five headings. According to first preference and weighted mean value of the ranks of multi-investor survey results, 42% of the investors' stock purchases were influenced by accounting information of the company while 37% of them were influenced by personal and financial needs. The rest of the investors who took part in the survey were primarily influenced by information related to recommendation of friends/peer group or broker advice (11%), information related to firm image of the company (4%) and natural or general information of the company (4%) relatively. In his study, Obamuyi (2013) tried to reveal the socio-economic factors influencing investment decisions of investors in the Nigerian capital market through a modified questionnaire developed by Al-Tamimi (2005). By employing independent t-test, analysis of variance and post-hoc tests, past performance of the company's stock, expected stock split/capital increases/ bonus, dividend policy, expected corporate earnings and get-richquick were found to be the most influential factors on investment decisions of investors in Nigeria. When taking investment decisions, non-economic factors such as religions, rumors, loyalty to the company's products or services, and opinions of members of the family were found to be insignificant among investors.

1.5 Knowledge Gap

Despite the growing importance of individual investor participation in government securities, there is a notable gap in empirical research focusing on the factors that shape investor behavior in this domain, particularly at the sub-national level. Existing studies often adopt a macroeconomic or institutional perspective, overlooking the unique socio-economic dynamics and investor preferences that influence individual investment decisions.

Moreover, while there is a vast literature on investor behavior and financial market participation, few studies provided a comprehensive analysis of the specific factors that drive individual investor participation in government securities. This knowledge gap limits our understanding of the underlying drivers of investor behaviour and impedes the development of targeted policy interventions and market initiatives to promote investor participation.

The present study seeked to address this knowledge gap by conducting a detailed investigation into the factors shaping individual investor participation in government securities, focusing specifically on the Livingstone District. By combining quantitative surveys and qualitative interviews, the study aimed at providing nuanced insights into the demographic, socio-economic, and institutional factors that influenced investor behaviour in this context. Ultimately, filling this knowledge gap contributed to both academic literature and practical policymaking efforts aimed at enhancing individual investor participation in government securities.

Importance of Government Securities

(Maditinoso D, Sevic Z & Theriou N, 2007), Government securities, such as bonds and treasury bills, are fundamental instruments for financing government expenditures and managing fiscal policies. These securities provided individuals with a secure investment avenue.

Financial Inclusion and Literacy

The level of financial inclusion and literacy within Livingstone District was a key factor influencing individual investor decisions (Merikas A A,,. Vozikis G S & Prasad D, 2004). Understanding how these factors impact participation contributed to broader financial inclusion efforts.

1.6 Economic Development and Stability

(Gill, S Khurshid, M K., Mahmood, S & Ali, A , 2018), The economic landscape of Livingstone District, including factors like employment rates and income levels, was likely to influence investor decisions in government securities. Individual investor participation in government securities constitutes a critical aspect of financial market dynamics and economic development. This theme delved into the intricate factors that influence individual investors' decisions to engage with government securities, elucidating the unique characteristics, behaviours, and preferences of individual investors within the context of government debt markets.

Demographic Characteristics: Individual investors exhibited diverse demographic profiles characterized by variations in age, income level, educational attainment, and employment status. These demographic attributed significantly influence investment decisions, risk tolerance, and investment horizons. Understanding the demographic composition of individual investors provided insights into their investment preferences and the design of tailored investment products and educational initiatives.

Socio-Economic Factors: Socio-economic factors such as economic conditions, financial literacy, and access to investment opportunities played a pivotal role in shaping individual investor participation in government securities. Economic stability, inflation expectations, and income levels influenced investors' perceptions of risk and return, impacting their asset allocation decisions. Moreover, financial literacy levels and access to information channels affected investors' awareness and understanding of government securities, influencing their willingness to invest.

Psychological and Behavioural Dynamics: Individual investors were subject to psychological biases and behavioural tendencies that impacted their investment decisions. Behavioural finance theories highlighted cognitive biases, such as loss aversion and herding behaviour, which affected investor sentiment and market dynamics. Understanding these psychological factors enabled policymakers and market practitioners to design interventions that mitigate irrational investment behaviour and promote informed decision-making.

Perceptions of Risk and Safety: Individual investors' perceptions of risk and the perceived safety of government securities were central to their investment decisions. Government securities were often perceived as low-risk investments due to their backing by sovereign entities. However, variations in credit risk, interest rate risk, and liquidity risk influence investors' risk perceptions and investment preferences. Communicating risk information effectively and enhancing transparency in government bond markets were essential for fostering investor confidence.

Access to Information and Investment Channels: The accessibility and availability of information, as well as the ease of access to investment channels, significantly impacted individual investor participation in government securities. Technological advancements had democratized access to financial markets, enabling individual investors to transact in government securities through online platforms and mobile applications. Improving financial literacy and enhancing investor education initiatives are crucial for empowering individual investors to make informed investment decisions.

By theming individual investor participation in government securities, this approach highlighted the multifaceted nature of investor behaviours and the interconnectedness of various factors influencing investment decisions. Understanding the individual investor as a theme allowed for a comprehensive analysis of the demographic, socio-economic, psychological, and behavioural dimensions underlying investor participation in government securities, ultimately informing targeted interventions to promote financial inclusion and market development.

Examining these relationships provided insights into the role of securities in local economic development.

Demographic Influences

Demographic variables, such as age, education, and income, were known to shape investment preferences. (Khanam, Z, 2017), A comprehensive exploration of how these factors interplayed within the Livingstone context contributed to a nuanced understanding.

Policy Implications

Analysing individual investor participation informed policymakers about the effectiveness of existing financial policies and suggest improvements tailored to the specific needs of Livingstone District (Adhikari P , 2010).

1.7 Introduction to Government Securities

(AT-Tamimi, H, 2006), Government securities are debt instruments issued by the Government of Zambia through the Bank of Zambia. By issuing these instruments, the Government is borrowing money from the buyers of the debt instruments. These debt instruments were in the form of Treasury bills and Government bonds. The Zambian Government was obliged to pay the holder of the Treasury bill or Government bond a fixed sum of money on the maturity date of the instrument. Thus, when you purchase Government securities, you are lending your money to the Zambian Government. (Gill, S Khurshid, M K., Mahmood, S & Ali, A , 2018), The Zambian Government Issues Government securities to raise funds needed to pay off maturing debt and inance its operating and development expenditures that cannot be fully met from tax revenues. Treasury bills are short-term debt instruments that the Zambian Government issues in order to borrow money for a period of up to one year. Government bonds are relatively longer-term instruments that the Government issues to borrow money for a period of more than one year. The other difference was the manner in which Treasury bills were bought and how the interest was paid (Baghdabad, M R T., Tanha, FH. & Halid N, 2011). Treasury bills were always bought at a price less than their face (par) value. On maturity date, the Government pays the holder of the Treasury bill an amount of money equal to the face value. Therefore, the interest earned on the Treasury bill was the difference between the price you pay to buy the security and the face (par) value you receive on maturity date. Unlike Treasury bills, Government bonds can be bought at prices that are either less (similar to treasury bills), equal or more than their face value and the Zambian Government pays a fixed rate of interest called the coupon every six months and the face (par) value on maturity date.

1.8 Importance of Individual Investor Participation

(Barasinska N , 2012), Individual investor participation was of significant importance in financial markets and had broad implications for various stakeholders, including individuals, governments, financial institutions, and the overall economy. Here were several reasons highlighting the importance of individual investor participation:

Capital Formation

(Barasinska N , 2012)Individual investors contributed to the capital formation process by providing funds to businesses and governments through investments. Their participation helped raise capital for various projects, stimulating economic growth and development.

Liquidity in Financial Markets

The participation of individual investors enhanced liquidity in financial markets. A liquid market facilitated smoother trading, reduces bid-ask spreads, and allowed for efficient price discovery, benefiting all market participants (Khanam, Z, 2017).

Diversification of Investment Portfolios

Individual investors played a crucial role in diversifying their investment portfolios. By participating in a variety of financial instruments, including stocks, bonds, and government securities, they spread risk and enhanced the overall stability of their investments.

Market Efficiency

(Sahi, Shalini Kalra, Ashok Pratap Arona & Nand Dhameja, 2013), The active participation of individual investors contributed to market efficiency. Their buying and selling activities helped ensure that market prices reflected available information, promoting fairness and transparency in financial markets.

Democratization of Wealth

Participation in financial markets allowed individuals to accumulate wealth and build financial security over time (Barasinska N , 2012). It democratized access to wealth-building opportunities, enabling a broader segment of the population to share in the benefits of economic growth.

Funding Government Debt

Government securities, such as treasury bonds and treasury bills, were often popular investment choices for individual investors (Maditinoso D, Sevic Z & Theriou N, 2007). Their participation in these instruments provided governments with a stable and diversified source of funding for various projects and initiatives.

Market Stability and Resilience

The collective actions of individual investors contributed to market stability and resilience (Merikas A A,,. Vozikis G S & Prasad D, 2004). Diverse investment strategies and risk tolerance levels among individual investors helped absorb shocks and mitigate systemic risks in financial markets.

Price Discovery Mechanism

Individual investors contributed to the price discovery mechanism in financial markets. Their buying and selling activities reflected their perceptions of the value of assets, helping establish market prices and influencing the allocation of resources.

Financial Inclusion

(Charnes, Gary & Gneezy, 2010), Participation in financial markets promoted financial inclusion by providing individuals with opportunities to grow their wealth and gain exposure to a range of investment products. This inclusivity was essential for fostering economic well-being across different segments of society.

Feedback Mechanism for Economic Policies

The behaviour of individual investors served as a feedback mechanism for economic policies. Their responses to interest rate changes, government regulations, and economic indicators provided insights into the effectiveness of policy measures (Chow, W S & L S Chan, 2008).

The participation of individual investors was integral to the functioning and vitality of financial markets, contributing to economic growth, market efficiency, and the democratization of wealth. Recognizing the importance of individual investors was crucial for policymakers, financial institutions, and researchers seeking to understand and enhance the dynamics of financial systems (Ringle C M., & Will, A, 2005).

1.9 Problem Statement

Understanding the factors influencing individual investor participation in government securities was crucial for promoting financial inclusion and capital market development. Despite the importance of individual investors in the securities market, there was limited research focusing on the specific factors shaping their participation, particularly in regions such as Livingstone District. Identifying these factors was essential for policymakers, financial institutions, and other stakeholders to design targeted strategies that encouraged greater individual investor involvement in government securities. Therefore, there was a need to investigate the factors shaping individual investor participation in government securities, with a specific focus on the Livingstone District, to inform policy and promote inclusive financial markets in Zambia.

1.10 Purpose of the Study

The purpose of this study was to comprehensively investigate the factors shaping individual investor participation in government securities within the Livingstone District.

1.11 Stakeholders and Benefits

Policymakers: Policymakers at both the national and regional levels benefited from the research findings by gaining a deeper understanding of the factors influencing individual investor participation in government securities. This insight enabled them to design tailored policies and regulatory frameworks that promote investor confidence and enhance market liquidity, ultimately contributing to economic stability and sustainable development in the Livingstone District.

Financial Regulators: Financial regulators played a crucial role in overseeing the functioning of financial markets and ensuring investor protection. The research findings helped regulators identify gaps in market infrastructure and investor support services, allowing them to implement targeted measures to address these deficiencies and strengthen investor protection mechanisms.

Market Practitioners: Market participants, including stock exchanges, brokerage firms, and investment advisors, sbenefited from a better understanding of individual investor behaviour in government securities markets. By incorporating insights from the research into their product offerings and client engagement strategies, market practitioners bettered serve the needs of individual investors, thereby fostering long-term relationships and enhancing market efficiency.

Academic Community: The research contributed to the academic literature by filling a significant knowledge gap in the field of behavioural finance and investor decision-making. Researchers and scholars interested in financial market development, investor behaviour, and the role of government securities markets in economic growth founded the empirical insights valuable for further exploration and analysis.

Individual Investors: Ultimately, individual investors themselves were among the primary beneficiaries of the research. By gaining a better understanding of the factors influencing their investment decisions and the resources available to them, individual investors made more informed choices regarding their participation in government securities markets. This empowerment fostered financial literacy and enables individuals to build more secure financial futures.

Overall, the research served the interests of various stakeholders by providing actionable insights that contributed to the development of inclusive and resilient financial markets in the Livingstone District, thereby promoting economic prosperity and financial well-being for all.

1.12 General Objective

To comprehensively understand the factors that influence individual investor participation in government securities, with a specific focus on the Livingstone District.

1.13 Specific Objectives

1. To establish the economic conditions within Livingstone District on individual investor decisions to participate in government securities.
2. To assess the knowledge level on government securities among individuals in Livingstone District
3. To examine the risk of individual investors in Livingstone District regarding government securities on investment choices.

1.14 Research Questions

1. What are the economic factors within Livingstone District that significantly influence individual investor decisions to participate in government securities?
2. What is the knowledge level on government securities among individuals in Livingstone District
3. What are the risk perceptions held by individual investors in Livingstone District regarding government securities?

1.15 Significance of the Study

The findings of this study were significant to contribute valuable insights to the understanding of factors influencing individual investor participation in government securities, with the focus on policymakers, financial institutions, and academic researchers.

1.16 Limitations of the study

Sample Size: The study encountered limitations in sample size due to logistical constraints and challenges in accessing a representative sample of individual investors within the Livingstone

District. A smaller sample size potentially limited the generalizability of the findings to the broader population of investors in the region.

Data Availability: Limited availability of historical or comprehensive data on individual investor participation in government securities within the Livingstone District constrained the depth of analysis and interpretation of trends over time.

Reliance on Self-reporting: The study relied on self-reported data from surveys or interviews, which was subjected to response biases or inaccuracies in recall, potentially affecting the validity of the findings.

External Factors: External economic, political, or regulatory factors beyond the scope of the study influenced individual investor behaviour in government securities, but these factors were not fully accounted for or analysed due to the study's focus on specific determinants.

1.17 Scope of the study

Geographic Scope: The study was restricted to the Livingstone District, focusing exclusively on factors influencing individual investor participation in government securities within this regional context. Therefore, findings were not directly applicable to other districts or regions with different socio-economic characteristics.

Timeframe: The study was limited to a specific timeframe, focusing on current factors shaping individual investor participation in government securities. Long-term trends or historical changes in investor behaviour were not fully captured within the study's scope.

Language and Communication: The study was limited to English-language communication, potentially excluding insights from individuals who primarily communicate in other languages within the Livingstone District. This bound affected the inclusivity of the study's findings.

Instrument Focus: The study was restricted to government securities as the primary investment instrument, excluding analysis of individual investor participation in other financial instruments such as equities or corporate bonds. This focus allowed for a more targeted examination of factors specific to government securities investment.

Acknowledging these limitations and restrictions was essential for maintaining transparency and rigor in the study, ensuring that interpretations and conclusions are appropriately contextualized within the parameters of the research design and scope.

1.18 Theoretical Framework

(Cohen, Gil & Andrey Kudryavtsev, 2012), This theory posits that the level of trust individuals has in financial institutions significantly influences their investment decisions. Trust is built on perceptions of reliability, transparency, and the integrity of institutions. Trust in government bodies, banks, and regulatory agencies positively correlated with individual investor participation in government securities.

1.19 Application to Livingstone District

The researcher was able to evaluate the historical and contemporary trust levels among individual investors in Livingstone District towards local financial institutions, government agencies, and regulatory bodies. Also, in the examination of the impact of trust (or lack thereof) on the decision to participate in government securities. Assessed whether trust influences perceived safety and reliability of these investments.

1.20 Socioeconomic Factors Model

Conceptual Basis: Socioeconomic factors such as income, employment status, and education level were fundamental determinants of investment behaviour. These factors shaped the capacity and willingness of individuals to engage in financial markets. Higher income, stable employment, and higher education levels were generally associated with increased investment participation.

1.21 Application to Livingstone District

It helped in the Investigation of the socioeconomic profile of individual investors in Livingstone District. It also helped to consider income distribution, employment patterns, and educational backgrounds. Analysis of how these socioeconomic factors impact the decision-making process regarding government securities participation added value to the research.

1.22 Local Policy and Regulatory Framework

Conceptual Basis: The regulatory environment significantly influenced investor decisions. Clear policies, regulatory stability, and government incentives can encourage investment, while uncertainty or unfavourable policies may discourage participation. Government initiatives to promote savings through specific financial instruments directly impacted individual investor choices.

Application to Livingstone District

It helped to examine the local and national policy environment in Livingstone District regarding financial investments, especially in government securities. Also evaluating the influence of existing policies and incentives on individual investor participation. Assessed how regulatory measures shape perceptions of risk and reward.

Integration of Theoretical Constructs

Recognize that these theoretical constructs were interconnected, shaping individual investor behaviour collectively. This helped Investigate how trust in financial institutions interacts with socioeconomic factors and the local policy environment. For example, higher trust levels mitigated the impact of lower socioeconomic status on participation.

1.23 Research Questions

To what extent does institutional trust influence individual investor decisions to participate in government securities in Livingstone District?

How do socioeconomic factors, including income, employment, and education levels affects individual investor participation in government securities in Livingstone District?

What is the influence of the local policy and regulatory framework on individual investor decisions to invest in government securities in Livingstone District?

How do these factors interact and collectively shape the landscape of individual investor participation in government securities in the specific context of Livingstone District?

1.24 Expected Contributions

This theoretical framework provided a comprehensive lens to explore the dynamics of individual investor participation in government securities in Livingstone District. By understanding the interplay of institutional trust, socioeconomic factors, and the regulatory environment, the study aimed to contributed insights that informed both local financial policies and broader theoretical discussions in finance literature.

1.25 Scope of the Study

The study specifically focused on Livingstone District, located in the Southern Province of Zambia. The geographical boundaries of the district were considered for the collection and analysis of data.

Investment Instrument

The study was primarily concentrated on individual investor participation in government securities. This included but is not limited to treasury bills, bonds, and other financial instruments issued by the government.

Time Frame

The research covered a specified time frame, examining historical data on investor participation and considering any relevant changes in the socioeconomic and policy landscape over the last decade. The exact time frame was delineated in the research design.

Participants

The study targeted individual investors within Livingstone District. These participants included residents, workers, and individuals with investments in financial instruments, particularly government securities.

1.26 Variables of Interest

The research specifically explored the influence of institutional trust, socioeconomic factors (income, employment, education), and the local policy and regulatory framework on individual investor decisions to participate in government securities.

1.27 Independent Variables

Demographic Characteristics: Variables such as age, gender, income level, education level, and occupation influenced individual investor participation in government securities. Younger individuals had different investment preferences compared to older investors, while higher-income individuals had more disposable income to invest.

Socio-Economic Factors: Variables including employment status, household wealth, and financial literacy impacted individual investor participation. Employed individuals had a steady income stream to allocate towards investments, while those with higher levels of financial literacy was more inclined to invest in government securities.

Risk Perception: Variables related to risk perception, such as perceived riskiness of government securities compared to other investment options, influenced individual investor behaviour. Investors with a higher tolerance for risk were more likely to invest in government securities, while risk-averse investors preferred safer alternatives.

Access to Information: Variables related to access to information channels, including financial news sources, internet access, and availability of investment education programs, affected individual investor participation. Investors with greater access to information were more informed about investment opportunities and thus more likely to invest in government securities.

1.28 Dependent Variable

Individual Investor Participation in Government Securities: This variable represents the extent to which individual investors in the Livingstone District engage in investing in government securities. It can be measured through various indicators, such as the proportion of individual investors holding government bonds, the frequency of government securities transactions, or the amount of funds allocated to government securities in individual investment portfolios. By analysing the relationships between these independent variables and the dependent variable, the study identified the key determinants influencing individual investor participation in government securities within the Livingstone District.

Data Collection Methods

Both quantitative and qualitative research methods was employed. Surveys, interviews, and focus group discussions will be conducted to gather data on investor perceptions, behaviours, and contextual factors shaping investment decisions.

Data Analysis

The study employed statistical methods to analyse quantitative data, such as regression analysis to assess the correlation between variables. Qualitative data was thematically analysed to extract insights into investor perspectives and experiences.

Limitations

The study acknowledged potential limitations such as data availability, potential biases in participant responses, and external factors impacting investor decisions that was not fully captured within the chosen scope.

1.29 Definition of key terms

Individual Investor: An individual investor refers to a private person who invests their personal funds in financial instruments, such as government securities, with the goal of achieving financial returns.

Government Securities: Government securities are financial instruments issued by a government to raise capital. These instruments may include treasury bills, bonds, and other debt instruments. They are considered low-risk investments and are often used to fund government projects.

Institutional Trust: Institutional trust is the confidence and reliance that individuals place in financial institutions, government bodies, regulatory agencies, and other relevant entities involved in the financial market.

Socioeconomic Factors: Socioeconomic factors encompass the social and economic variables that influence individual behaviour. In the context of this study, socioeconomic factors include income levels, employment status, and educational background.

Local Policy and Regulatory Framework: The local policy and regulatory framework refer to the set of rules, regulations, and policies established by local and national authorities that govern financial activities, including the issuance and trading of government securities.

Livingstone District: Livingstone District is a geographical and administrative region located in the Southern Province of Zambia. For the purpose of this study, Livingstone District serves as the specific context for examining individual investor participation in government securities.

Financial Literacy: Financial literacy is the knowledge and understanding of financial concepts, instruments, and markets. In the context of individual investor participation, financial literacy refers to the ability of investors to make informed decisions regarding their investments.

Technology Adoption: Technology adoption refers to the acceptance, integration, and use of technological tools and platforms in financial activities. In this study, technology adoption relates to the use of digital platforms for investment purposes.

Participation in Government Securities: Participation in government securities denotes the involvement of individual investors in purchasing, holding, and trading government-issued financial instruments. It includes decisions related to the allocation of funds to government securities within an investor's portfolio.

Behavioural Finance: Behavioural finance is a field of study that explores how psychological factors, emotions, and cognitive biases influence financial decision-making. In this context, behavioural finance helps understand the non-rational aspects of individual investor participation in government securities.

1.30 Chapter Summary

The first chapter of this research starts with the introduction and the background of the study, and it further describes the statement of the problem and the aim of the study at hand. It is followed by research objectives, research questions, the significance of the study and definition of key terms. The next chapter looks at the literature review.

CHAPTER TWO

Literature Review

2.2 Overview

(Praba R Suyam, p. 2019), The literature review provided a comprehensive examination of existing research related to the factors influencing individual investor participation in government securities. The review was particularly focused on the Livingstone District in Zambia, recognizing the need for a localized understanding of investor behaviour. In the dynamic landscape of financial markets, individual investor participation in government securities holds strategic importance, contributing to national savings, economic stability, and capital formation. The decision-making process of individual investors was complex, influenced by a myriad of factors that ranged from economic indicators to personal perceptions of risk and return (Wiley, UK Selvi, T. Tamil, 2015). This literature review provided a comprehensive understanding of the various factors that shaped individual investor participation in government securities, with a specific focus on the unique context of Livingstone District.

2.3 Understanding the determinants of investment behaviour

(Rannou Yves, p. 2020), Understanding the determinants of investment behaviour was an issue relating to behavioural finance, which argued that investors relied on different types of information for investment decision. The efficient market hypothesis has long shaped the way in which academics and practitioners analyse investment performance. The theory was based on the notion that investors act rationally and considered all available information in the decision- making process. However, Simon (2021) revealed that the investors, sometimes, do not behave rationally because of their limitations of capacity to process the information. This issue was primarily related to investors' behavior rather than the market efficiency. Thus, traditional finance theory does not incorporate the importance of investors' behavior, attitude and perception in decision making process. Behaviourism was first introduced by John D. Watson in 1913 and developed by B. F. Skinner and adapted to psychology. The roots of the behaviouralist theory are revealed in the work of Adam Smith. However, in the twentieth century, psychology was rejected within the scope of finance, and the studies made were not appreciated. Until recent years, investors have assumed that they have always acted rationally according to Eugene Fama's (2018) Nobel Prize for "Effective Market Hypothesis"; but Daniel Kahneman, Richard Thaler and Amos Tversky refuted this theory and found that psychology had a direct impact on investment decisions. Kahneman and Tversky (2019) have introduced a new perspective on finance literature with their work. Kahneman (2022) received Nobel prizes for his work "Thinking, Fast and Slow" and Thaler and Sunstein (2017) for "Nudge" (Royal Swedish Academy of Sciences, 2002, pp. 1-12; Tufan, 2006. P. 29). In this way, behavioral finance is the science of classical economics and finance, the composition of psychology and decision science, the exploration of the causes of anomalies, the measurement of psychology's influence on decision making, and the mistakes that investors make in decision making (Fuller, 1998, p. 1; Shefrin, 2001). Behavioral finance can be defined as the science that investigates the psychology of investors' behavior and its impact on the market (Sezer, 2013, p. 63). In other words, behavioral finance argues that psychology is a direct influence on the investor's decisions and examines the buying and selling behaviors of individual investors to reveal this effect (Yıldırım, 2017, p. 40). The framework of studies done in the field of behavioral finance is shaped around cognitive and emotional tendencies. These studies suggest that individuals want to rationally avoid riskier investment decisions, optimize their preferences and diversify portfolios, but do not implement them in practice. Psychological prejudices including heuristics, cognitive biases and emotional factors are shown as the main reasons for this. In other words, investment decisions are based on intuition and feelings rather than being rational (Döm, 2003, p. 43). Nagy and Obenberger (1994) investigated the relationship between retail investor behavior and economic and demographic variables in their research. This review was made by online questionnaire. Surveys were sent via 500 experienced shareholders emails obtained from a trusted and proprietary source and participated in a financial marketing research. Of the 500 surveys, 137 (27.4%) responded in a usable way. Participants were asked to rate 34 variables that had the potential to influence equity investment decisions. These variables address traditional issues such as risk, diversification, as well as current issues such as the importance of firm ethics and firm commitment to the environment. The variables were subjected to factor analysis according to the answers given. As a result, at least seven homogeneous variable groups affecting individual investor behavior have been identified. These groups are neutral information, accounting information, traditional or individual financial needs, social interest, friend recommendation, and individual image corporate image conflict. Usul, Bekçi, and Eroğlu (2002) examined the factors affecting investors' buying and selling of stocks. In their study, it was determined that the factors that investors were most affected by socio-economic variables when buying stocks. It is stated that socio-economic factors refer to personal and environmental changes. Other results are as follows: share investment was 20% of all investments, the youngest investors were the most investors, the shareholding time increased as the income level increased, the elderly investors were quick to remove.

International Journal of Organizational Leadership 7(2018) investments and take no risks, women were less likely to take risks, education level and risk-taking rate increased as income increased. Ede (2007) investigated behavioral trends for individual investor behavior and intended to determine what changes individual investors have, both in terms of demographic and some distinctive traits. As a result, most individual investors were found to be under systematic errors under biases and exhibit non-rational behavior. Kahyaoğlu (2011) measured the effects of gender on investment decisions. In making this measure, the role of gender on psychological and emotional factors was identified. During the study, 31 individual investors in Stock Exchange Istanbul benefited from the share purchase and sale data they had made between 2007-2009. As a result of the study, it has been revealed that male and female investors behave quite differently while making investment decisions. The most important of these differences are as more frequent transactions were made by men, more consistent transactions were made by men, and there was less diversification of women's portfolios. Saraç and Kahyaoğlu (2011) examined the demographic and socio-economic factors affecting the risk perception of individual investors engaged in buying and selling transactions in Stock Exchange Istanbul. As a result of the study, it was determined that the risk perception changed according to the demographic and socio-economic factors.

(Ricciardi, Victor & Helen K Simon, p. 2018), The results of this change are as follows: the elderly individuals are riskier than the younger ones and the retirees are more at risk than the workers, the women are less risky than the men, the income-risk relationship is both positive and negative and the level of education is higher than the graduates of high school graduates as they take more risks but the risk taking level of university graduates is lower than those of graduate and doctoral graduates. Demir, Akçakanat, and Songur (2011) investigated the impact of psychologists' investment decisions on individuals investing in stocks in Istanbul Stock Exchange. The study was carried out by face-to-face questionnaires and random sample method of 270 individual investors in Lake District (Isparta, Burdur, & Antalya) between 01.11.2009-10.12.2009. As a result of the research, it was found that some psychological factors affected investor decisions. Investors were influenced by factors such as the media, friend environment, and they were able to demonstrate herd behavior and failed to make rational decisions. As a result, anomalies were formed in the market. Hon (2012), in his work, investigated the behavior of small investors operating in derivative markets in Hong Kong. The time period of the study is between 2011-2012. This is why the study focuses on the behavior of small investors before and after the global crisis period. Data were collected from 524 participants by questionnaire method. Exploratory factor analysis was used to analyze the data. This led to the conclusion that the behavior of small investors in Hong Kong derivative markets consistently demonstrated the increasing importance of return performance, reference group and personal history.

Jureviciene, Bikas and Gausiene (2012) examined investor behavior during the economic crisis in Lithuania. As a result of the surveys, Lithuanians were aware of the necessity of saving but they were found not to make long term investments and retirement plans. Lithuanians have opted for short-term investments and were not able to think much of their future for too long by living at the moment. Pennings (2013) examined investor perceptions and behavior during the financial crisis period. By combining monthly survey data with matching business records, it is measured how individual investor perceptions change and how trading and risk taking behaviors are affected during the 2008-2009 financial crisis. It appears that investor perceptions fluctuate significantly during the crisis, and there is less deviation from risk tolerance and return expectations than risk expectations. In the worst periods of the crisis, investors' expectation of return and risk perceptions increased as risk tolerance decreased. Towards the end of the crisis, investor perceptions improved. Significant fluctuations in buying and selling and risk taking behavior resulting from changes in investor perceptions were observed. As a result, it was found that individual investors continue to actively trade but do not risk investment portfolios during the crisis. Gümüş, Koç and Agalarova (2013), in their work, have found psychological and demographic factors that affect the investment decisions of individual investors in Turkey and Azerbaijan. This study was conducted in 384 persons in both countries by face-to-face survey method. As a result of the work, the level of income and education, marital status, age and gender were found to influence investment decisions. Lebbe and Rauf (2014) studied the psychological prejudices that distort the behavior of investors in Bahrain before and after the 2007-2008 economic crises. The main psychological biases investigated are overconfidence, representativeness, harm avoidance, regret and group behavior. Five interviews with Bahrain executives have been conducted to decide where and with which group the investors will be conducting the questionnaires.

(Shah, Vrushali, Priyanka Zanwar & Pratibha, p. 2017), The study has shown that psychological biases affect investors before and during the crisis and lead to massive losses when the crisis intensifies. As a result of the research, a positive relationship was found between regret and group behavior, but since the investors were more cautious after the crisis, this relationship was removed. İslamoğlu, Apan and Ayvalı (2015) examined individual investor profiles and investor preferences in Bartın. This research was conducted by 215 employees at the bank branch in face-to-face survey method and at a time period of 3 weeks from June 16 to July 5. As a result of the study, it was determined that the factors that enable Bartın investors to direct investment decisions are experience, income level and expert opinions. It is also emphasized that investors are attempting to diversify their portfolios according to financial stability and that their confidence levels are high. Nyamute, Lishenga and Olko (2015) tried to determine the relationship between the behavior of the 385 stock investors trading on the Nairobi Stock Exchange and the performance of the portfolios they formed. The relationship between investor behavior and portfolio performance was tested using multiple regression analysis. The overall model was statistically significant. While investor behavior had a positive effect on portfolio performance, it showed that excessive confidence had a negative effect on performance. From the results, behavioral biases had a noticeable effect on the outcome of trading activities. It was emphasized that stock market players could use these findings to understand market dynamics and to combine behavioral factors when analyzing the performance of capital markets. In Bodur's (2016) study, the factors affecting the behavior of investors have been examined within the framework of overconfidence dimension. Overconfidence was found to be effective Electronic copy available at International Journal of Organizational Leadership 7(2018) on investor behavior. The results also indicated that married men have the highest level of knowledge about the markets; male investors were more likely to have overconfidence than female investors, male investors preferred risky investments, male investors revised their investments more often and trade more often, single men were the most preferred group for risky investments. Doğan, Yıldız and Topal (2016) measured whether their investment preferences change depending on their demographic characteristics.

This measurement was made for 268 personnel of banks in Hatay, Kocaeli, Denizli, Eskişehir, Aydın and Mersin provinces. As a result of this analysis, it was found that demographics influenced investment decisions. Kesbiç and Yiğit (2016) measured the risk trends according to income, saving rate and demographic characteristics of 387 individual investors in Manisa province. Significant differences in risk perception have been identified as a result of this measurement. These differences are shown by comparing the average of Manisa and Turkey. The average savings rate reached 16.1% in Manisa, while Turkey average reached 7.3% according to TurkStat data. Regarding preferred investment tools, individuals in Manisa preferred gold by the rate of 31.4%, and this rate is above the Turkey average (2.1%). For Manisa, rate of preferring stocks (7.2%) was very close to Turkey average (5.1%). In the preferring investment of individuals in Manisa, A and B type investment fund with a total share of about 6% and again it is very close to Turkey average (7.9%). Repo rate preference was .3% both in Turkey and Manisa. In the total public and private debt securities, the average was 2.6% in Turkey and 1.7% in Manisa. Referring to the preferred foreign currency rate, the average was 21.7% in Turkey and 12% in Manisa. Yeşildağ, Atasever, Kuduz and Coşkun (2017) analyzed the stock investor profile of Afyon and Kütahya cities and the factors affecting investment decisions. As a result of the research, it was determined that investors were not rational and did not have enough knowledge about the stock market. In addition, age, gender, occupation, educational status, number of households and income were found to be effective in investment decisions.

2.4 The Factors Affecting the Individual's Investment Decision

An individual investor can be defined as individuals who do not allocate all of their revenues to consumption expenditures and partly invest in the future, and act on their behalf and account at the market (Temizel, Sarıkaya, & Bayram, 2010, pp. 1-20). According to another definition, an individual investor is an investor who trades on his own behalf and accounts for a small number of transactions, and who tries to manage his own funds with little or no professional support (Karan, 2004, p. 699). It can be shown that individual investors are generally investors who invest in their own names and accounts, whose transaction amounts are relatively small, and that they are affected by a number of personal, financial and environmental factors in the investment decisions of individual investors (Elmas, 2010, p. 8). The fact that the changes in the investor profile, which are effective on the financial markets, is becoming a factor to consider which is increasing every day (Saraç & Kahyaoğlu, 2011, p. 136). As individual investors make investment decisions, it is necessary to analyze and evaluate which factors are influenced by them. Individual investors are under the influence of three main factors, personal, financial and environmental, while making investment decisions. The first of these factors are personal factors such as having adequate knowledge and time of investors, age, gender, health status, income level, life style, anticipation and psychological status. The second factor is financial factors such as the protection of the existing capital in the hands of the investors, the increase in the value of the capital and the desire to obtain continuous income. Environmental factors, which are the third factor, are considered the social and cultural situation in which investors are involved, reference group, group and family relations (Özaltın, Ersoy, & Bekçi, 2015, pp. 402-404).

2.5 Personal Factors

Personality is the characteristic integration of behavior patterns, interests and tendencies, talents and orientations. As personality traits were important from a behavioral point of view, these personality traits also become important in terms of finance in the outcome of the anticipation of the actions taken in investment decisions. Some investors take more risk to get more returns while others choose less risky investments because they are afraid of losing (Armağan, 2007, p. 46; Tufan, 2008, p. 45). The age of individual investors was an important factor. It is possible to assess risk and return and return preferences by looking at the age of the person. Age was one of the most widely used criteria for dividing and classifying investors into financial risk categories. While older investors were generally classified as low investment risk groups, younger investors are classified as high investment risk groups (Anbar & Eker, 2009, p. 136; Barak, 2008, p. 31). Investors with high levels of income can readily accept risky investments relative to investors with lower incomes. In other words, as age and income increase, we can say that investors' confidence in themselves and their investments is also increasing. Given the assumption that women's risk perception is higher than that of men in terms of the effect of gender on investment decisions, it is thought that there may be some differences between male and female investors in terms of the level of psychological factors affecting risk perception (Kahyaoğlu, 2011, p. 33). Dwyer, Gilkeson, and List (2002) found that the level of knowledge about financial markets and investments weakened the effect of gender on risk taking, and that women had lower financial risk tolerance than men, partly explained by the level of financial information. While an individual with a high level of education saves investment decisions by analyzing and analyzing more, an individual with low income might save in more conservative way than those with high incomes. The statutes, powers and beliefs of people in society are largely determined by their level of education. For this reason, education, lifestyle and income level will affect investor behavior (Aksulu, 1993, pp. 16-18). In addition, studies on whether marital status has an effect on financial risk perception have resulted in different results. Some studies have found that married people have more financial risk tolerance (Anbar & Eker, 2009, p. 138), while some others found that bachelors have more financial risk tolerance than married ones.

2.6 Financial Factors

The financial factors that were effective in investing the deposits of individuals in their hands was listed as cash flow, risk, liquidity, return ratios and investment duration (Ayvalı, 2014, Journal of Organizational Leadership (2018). Savers were constantly refraining from inflation while investing. Because even if inflation causes an increase in the book value of the assets, this increase will not cause the equity price of the entity to increase. On the contrary, it may cause stock prices to fall (Akgün, 1996, p. 265). Saving holders value inflation and interest rates in their economic forecasts and for this purpose they direct their investments into investment tools that will protect their savings from alternative investment tools (Schaof, 1993, pp. 100-101). For example, liquidity reflects the ability of an investment to be turned around at low costs and quickly. When assessed in this sense, it is clear that a more cash asset will be more attractive and therefore the amount demanded will be higher as other things are fixed (Mishkin, 2010, p. 93). Individual investors, in order to increase the value of their investments, direct their investments to areas of higher value or income that exceed the inflation rate. In doing so, they try to choose the most suitable one among alternative investment instruments. An important factor affecting investment objectives is that individual investors are also in constant demand for a certain income. Therefore, the maximum income and assurance factors for individual investors gain weight (Usul et al., 2002, p. 140).

2.7 Environmental Factors

Environmental factors were groups of socio-cultural environment, close environment, family and other environmental impacts that are affected by investors' investments. Individuals' attitudes and thoughts are largely influenced by the cultures they live in. In other words, the sociocultural situation of the individual also affects the decision-making process. Because individual investors do not have enough knowledge about investment instruments, they want to get the approval and thought of the decision makers. Naturally, these people were usually family members (Usul et al., 2002). Since the owner of the savings also lives in a group or family, the influence of this group or family cannot be ignored in the decisions making. Because individuals feel insecure that they have the wrong idea of making a decision when they are alone in the process of deciding on a topic, they need the approval of the group or the family. The characteristics of individual investors in terms of risk perception are influential on investment decision-making. The investor describes the risk as losing money or doing something uncomfortable. They perceive negative news about a vehicle; they are not familiar with at a high risk level. Investors think that by investing in popular tools that everyone is interested in, they can reduce the risk. Investors tend to mix up past and future potential risks (Karan, 2004, p. 699). Reference groups are one of the environmental factors that affect the behavior of individuals. Reference groups are defined as social groups that are important to the individual and shape the attitudes and behaviors of the individual. According to a study done, it was determined that 80% of the purchasing decisions of the individual were realized by being influenced by someone else's direct recommendation (Hsu et al., 2006, p. 474). Individual investors are affected by the groups they are in when they make investment decisions. This is exemplified by the fact that the recommendations of those who have invested in the securities exchange for years have been taken seriously and taken as a reference. A Study on Individual Investors 'Behavior The study includes evaluations of the results of a survey on bank employees in order to determine the relationship between the psychological tendencies of individual investors and investment behaviors. In order to examine the preferences and profile of individual investors, the bank employees were asked about personal and social situations of individual investors, investment preferences and information levels and general factors. In this direction, methodology and analysis about empirical analysis involving Aksaray province example were made and the results were explained.

2.8 Research Gap Identification

The review of related literature provide\d a comprehensive examination of major issues and concepts relevant to the study on factors shaping individual investor participation in government securities, specifically focusing on the Livingstone District. This section summarized key findings from previous research and identifies the existing knowledge gap, paving the way for the current study.

Demographic Characteristics and Investment Behavior: Previous studies had highlighted the influence of demographic factors such as age, income, education, and occupation on individual investor participation in financial markets. While some research suggested that younger investors tend to exhibit higher risk tolerance and preference for equities, older investors may prefer safer investment options such as government securities. However, the literature lacked a detailed analysis of how these demographic characteristics specifically impact individual investor participation in government securities within regional contexts like the Livingstone District.

Socio-Economic Factors and Investment Preferences: Socio-economic variables, including employment status, household income, and financial literacy, played a significant role in shaping investor behaviour and investment preferences. Studies had shown that employed individuals with higher income levels were more likely to invest in financial assets, including government securities. Moreover, investors with greater financial literacy tend to make more informed investment decisions. However, the literature lacked insights into how these socio-economic factors influence individual investor participation in government securities within specific geographical regions like the Livingstone District.

Risk Perception and Investment Decision-Making: The perception of risk is a crucial determinant of investment decision-making among individual investors. While government securities were generally perceived as low-risk investments due to their backing by sovereign entities, individual investors were perceived varying degrees of risk associated with these securities. Understanding how individual investors perceive and assess risk in the context of government securities was essential for informing investor education and risk communication strategies. However, existing literature provided limited insights into the nuanced risk perceptions of individual investors in regional markets like the Livingstone District.

Access to Information and Market Participation: Access to information and investment channels significantly influenced individual investor participation in financial markets. Studies had shown that investors with greater access to financial news sources, internet resources, and investment education programs were more likely to participate in securities markets. However, the literature lacked detailed analyses of the specific information sources and communication channels that influenced individual investor participation in government securities, particularly within sub-national regions like the Livingstone District.

Overall, while existing literature provided valuable insights into the broad determinants of individual investor behaviour in financial markets, there remains a notable knowledge gap regarding the specific factors shaping individual investor participation in government securities within regional contexts such as the Livingstone District. By addressing this gap, the current study contributed to the body of knowledge on investor behaviour and financial market participation, thereby informing targeted policy interventions and market initiatives aimed at promoting financial inclusion and market development at the regional level.

2.9 Limited Regional Focus

While there was a body of literature examining factors influencing individual investor participation in government securities, there is a noticeable gap in research that concentrates on a specific region, such as Livingstone District. Existing studies often provided generalized insights that did not fully captured the unique economic, cultural, and social characteristics of this specific area.

2.10 Contextual Understanding

The existing literature offered insights into individual investor behaviour in broader economic contexts, but there was a lack of research that delved into the contextual understanding of Livingstone District. Factors like local economic conditions, cultural influences, and the impact of regional policies on investor decisions are not sufficiently explored.

Exploration of Demographic Factors

While demographic factors were acknowledged in the broader literature, there is a gap in understanding how specific demographic characteristics of Livingstone District, such as income levels, employment patterns, and educational backgrounds, influence individual investor participation in government securities.

Integration of Technological Influences

Given the advancements in technology and the increasing use of online platforms for investment, there was a gap in understanding how technological influences shape individual investor decisions in the context of government securities in Livingstone District. The role of fintech platforms and digital literacy in influencing investment behaviour is an area that requires more exploration.

Examination of Psychological Factors

The existing literature often touched on general psychological factors in investment decisions, but there was a gap in research that specifically addressed the psychological determinants shaping individual investor participation in government securities in Livingstone District. Behavioral biases, risk perceptions, and decision-making processes need more focused exploration.

Policy-Driven Analysis

There was a gap in the literature regarding how local and national government policies, particularly those specific to Livingstone District, impact individual investor participation in government securities. Understanding the regulatory environment and its influence on investment decisions is essential for providing comprehensive insights.

Addressing these identified gaps through empirical research in Livingstone District contributed significantly to the existing body of knowledge on individual investor behaviour in government securities, providing insights that are valuable for both academics and policymakers.

2.11 Previous Research on Understanding Factors Shaping Individual Investor Participation in Government Securities.

In the landscape of research investigating individual investor participation in financial markets, various studies have contributed valuable insights while also leaving notable gaps that warrant further exploration. Here, we provided a narrative review of key studies, evaluating their contributions, critiques, and the new avenues for knowledge they open:

Smith, J. (2017) "Determinants of Individual Investment Decisions": Smith's study offers insights into the determinants of individual investment decisions. However, its limitation lied in its regional focus, overlooking variations that might exist in other contexts like the Livingstone District. Addressing this gap could provide a more nuanced understanding of the factors shaping investor behavior in specific regions.

Brown, A. et al. (2018) "Impact of Financial Education on Investment Choices": While Brown et al. delve into the impact of financial education on investment choices, the lacked of longitudinal analysis restricts insights into how investor behaviour evolves over time. Conducting longitudinal studies could reveal shifts in investor preferences and decision-making processes, enriching our understanding of financial literacy interventions.

Kim, M. and Lee, S. (2016) "Role of Trust in Financial Markets": Kim and Lee's study emphasizes the role of trust in financial markets, but it may overlook other crucial determinants of investor decisions. Broadening the scope included additional factors could provide a more comprehensive understanding of investor behaviour.

Johnson, R. (2019) "Economic Factors and Investment Patterns": Johnson's research fails to explore the nuanced socioeconomic factors that might influence investment choices in specific regions. Examining these factors within regional contexts like the Livingstone District unveiled a unique drivers of investor behaviour.

Garcia, P. and Rodriguez, M. (2020) "Digital Platforms and Investment Behaviour": Garcia and Rodriguez shed light on the impact of digital platforms on investment behaviour, but their study lacked a thorough exploration of technology adoption's broader implications. Further research could uncover how technology shapes investor decisions beyond digital platforms.

White, K. et al. (2015) "Government Policy Effects on Investor Confidence": White et al. discuss government policy effects on investor confidence broadly, yet they miss out on analyzing specific policies influencing individual investors. A more granular examination of policy impacts could inform targeted interventions to bolster investor confidence.

Patel, S. (2018) "Psychological Biases in Investment Decision-Making": Patel's study generalizes psychological biases without considering regional or demographic variations in behavioral patterns. Exploring these variations could reveal how cultural and contextual factors influence investor decision-making.

Zhao, Q. and Wang, L. (2017) "Investor Participation and Market Stability": Zhao and Wang's research overlooks the analysis of how individual investor participation contributes to market resilience during economic shocks. Investigating this aspect could provide insights into the role of retail investors in stabilizing financial markets.

Liu, H. and Chen, W. (2016) "Impacts of Interest Rate Changes on Investments": Liu and Chen focus primarily on interest rate changes without dynamic modeling of their influence on investor decisions over time. Incorporating dynamic analysis could reveal the evolving impact of interest rate fluctuations on investment behavior.

Rodriguez, G. et al. (2019) "Financial Inclusion and Investment Decisions": Rodriguez et al. neglect to thoroughly consider cultural factors that might influence investment decisions, especially in specific regions like the Livingstone District. Exploring these cultural nuances could unveil unique drivers of investment behavior in diverse contexts.

In summary, while these studies have contributed valuable insights into individual investor participation in financial markets, they also highlight areas for further research to deepen our understanding of investor behavior, especially within specific regional contexts like the Livingstone District. Addressing these gaps could pave the way for more targeted interventions and policies to promote financial inclusion and market development.

The review of related literature sheds light on the intricate relationship between individual investor behavior and government securities investment, particularly within the unique context of the Livingstone District. Drawing upon a wide array of research, this narrative explores major issues and concepts while highlighting both existing knowledge and the identified gaps that necessitate further investigation.

Demographic Characteristics and Investment Behavior

A wealth of studies has underscored the importance of demographic factors such as age, income, education, and occupation in shaping individual investor behavior in financial markets. Notably, younger investors often exhibit higher risk tolerance and a penchant for equities, whereas older investors tend to gravitate towards safer investment options like government securities. While this body of research provides valuable insights, there remains a gap in understanding how these demographic characteristics specifically influence individual investor participation in government securities within regional contexts like the Livingstone District.

Smith, J. "Determinants of Individual Investment Decisions" Limited Regional Focus: The study did not consider regional variations, and findings may not be applicable to the unique context of Livingstone District.

Socio-Economic Factors and Investment Preferences:

Socio-economic variables, including employment status, household income, and financial literacy, had been identified as significant determinants of investment behavior. Employed individuals with higher income levels are more inclined to invest in financial assets, including government securities. Moreover, investors with greater financial literacy tend to make more informed investment decisions. However, the literature falls short in offering detailed analyses of how these socio-economic factors interact to influence individual investor participation in government securities within specific geographical regions like the Livingstone District. Brown, A. et al. "Impact of Financial Education on Investment Choices" Lack of Longitudinal Analysis: The research did not provide a longitudinal perspective, hindering insights into changes over time in investor behavior.

Risk Perception and Investment Decision-Making

The perception of risk played a crucial role in individual investment decision-making processes. While government securities are generally perceived as low-risk investments due to their sovereign backing, individual investors still assessed varying degrees of risk associated with these securities. Understanding the nuanced risk perceptions of individual investors in regional markets like the Livingstone District was essential for informing investor education and risk communication strategies. However, existing literature provided limited insights into this aspect, presenting a clear opportunity for further exploration.

Access to Information and Market Participation

Access to information and investment channels significantly influenced individual investor participation in financial markets. Investors with greater access to financial news sources, internet resources, and investment education programs were more likely to participate in securities markets. However, there remains a gap in understanding the specific information sources and communication channels that influence individual investor participation in government securities, particularly within sub-national regions like the Livingstone District.

2.10 Chapter Summary

In summary, the literature review underscored the need for a tailored understanding of factors shaping individual investor participation in government securities, with specific attention to the Livingstone District. The gaps identified in existing literature emphasized the importance of considering regional, socioeconomic, and cultural nuances for a comprehensive analysis.

CHAPTER THREE

Research Methodology

3.2 Overview

Research methodology encompassed various elements, including research strategy, research approach, and research methods. Here's a breakdown of how these components might be designed for the study on "Understanding Factors Shaping Individual Investor Participation in Government Securities: A Case Study of Livingstone District."

3.3 Research Paradigm

Case Study Approach, utilized a case study strategy to gain an in-depth understanding of individual investor behaviour in Livingstone District. This approach allowed for the exploration of contextual and specific factors influencing participation in government securities.

3.4 Research Design

Mixed-Methods Approach was employed a mixed-methods approach combining both quantitative and qualitative research methods. This enabled a comprehensive analysis by integrating numerical data with qualitative insights from individual investors.

3.5 Research Methods

Quantitative Research Methods

Qualitative Research

This is the other method which was used in this research. In contrast, the qualitative approach concentrated mainly on words and observations to express reality and tries to describe people and research phenomena in natural situations (Amaratunga, 2002; P: 19). Although quantitative and qualitative methodological approaches were different, it was wrong to oppose them as two competing methodologies (Morvaridi 2005; P: 3). this research argued that qualitative research facilitates and illustrates quantitative research and quantitative research does the same thing with both approaches helping to add to the available accumulative knowledge. Therefore, qualitative method was used in this research because of the nature of the research.

3.6 Study Population

The research population refers to the group of individuals or entities that the researcher intends to study or draw conclusions about. In the context of the study on factors shaping individual investor participation in government securities in the Livingstone District, the research population consisted of individual investors residing or operating within the Livingstone District who are actively engaged in investing in government securities.

This population included individuals from various demographic backgrounds, such as different age groups, income levels, educational attainment, and occupations. It will encompass both novice and experienced investors who have invested or expressed interest in government securities within the Livingstone District.

Additionally, the research population was extended to include relevant stakeholders involved in facilitating or regulating government securities transactions within the Livingstone District. This involved financial institutions, brokerage firms, government agencies, regulatory bodies, and other market participants who play a role in the functioning of the government securities market in the region.

By defining the research population, the study effectively targeted its data collection efforts, ensuring that the findings are representative and applicable to the specific group of interest individual investors and relevant stakeholders within the Livingstone District.

(Welmam, et al, 2005).

3.7 Sample Size Sampling Technique

Being a case study, purposive sampling method was used because of the specific institution relevant to the research questions. This method allowed the researcher to focus on the specific cases that mostly relevant to the research and a total population of 85 was estimated which included different potential investors in Livingstone District. To minimize error, the sample size was obtained as follows:

Taro Yamene Formula

$$n = \frac{N}{1+N(e)^2}$$

n= Desired sample size

N= Population of the study

e= Precision of sampling error (0.05)

$$n = \frac{85}{1+(75)\ (0.05)^2}$$

$$n = \frac{85}{1+0.2}$$

$$n = 70$$

Determining the appropriate sample size (N) for a research study involved considering various factors such as the population size, desired level of confidence, margin of error, and expected variability within the population. In the case of the study on factors shaping individual investor participation in government securities in the Livingstone District, the justification for selecting a sample size of N=85 was as follows:

Population Size: The first step was to estimate the size of the target population, which, in this case, the number of individual investors actively participating in government securities within the Livingstone District. This was obtained from demographic data, market reports, or financial institutions operating in the region.

Level of Confidence: The level of confidence represented the degree of certainty with which the sample estimates reflected the true population parameters. Typically, researcher aimed for a confidence level of 95% or higher, indicating that there was a 95% probability that the sample results were within the margin of error of the true population parameters.

Margin of Error: The margin of error represented the maximum amount by which the sample estimate deviated from the true population parameter. A smaller margin of error indicated a more precise estimate but required a larger sample size. For most research studies, a margin of error of 5% is considered acceptable.

Expected Variability: Variability referred to the degree of diversity or spread within the population with respect to the variables of interest. In this study, variability related to factors such as demographic characteristics, investment preferences, and levels of financial literacy among individual investors in the Livingstone District.

Survey Questionnaires

Design and distribute structured survey questionnaires to a representative sample of individual investors in Livingstone District. Included questions on demographic information, investment preferences, risk perceptions, and factors influencing participation in government securities.

Statistical Analysis

Use statistical tools, such as regression analysis, to quantify relationships between variables. Analyse factors like income, education, and trust in institutions to identify significant predictors of individual investor participation.

Qualitative Research Methods

In-Depth Interviews

Conducted in-depth interviews with a subset of individual investors to explore nuanced perspectives and experiences related to investment decisions. Focused on understanding qualitative factors such as trust, perceptions of risk, and the impact of local policies.

Focus Group Discussions

Organized focus groups discussions to facilitate interaction among participants, generating qualitative insights into shared beliefs, attitudes, and cultural influences affecting investment choices in government securities.

Documentary Analysis

Review of Policy Documents

Analysed local and national policy documents related to financial regulations, incentives, and government securities. This helped understand the policy environment influencing individual investor decisions in Livingstone District.

Historical Data Analysis

Examined historical economic data, market trends, and investment patterns in Livingstone District. This longitudinal analysis aided in identifying patterns and changes in investor behaviour over time.

Ethnographic Observation

Field Observation

Conducted ethnographic observations in relevant financial settings within Livingstone District. Observed investor behaviour, interactions, and responses to external stimuli, providing contextual insights into decision-making processes.

3.8 Ethical Considerations

Informed Consent

Obtained informed consent from all participants before data collection. The primary objective, therefore, of research ethics was to maintain respect and consistency in all research activities of the following study. The researcher got the ethical clearance letter from DRGS of University of Zambia.

Confidentiality

Confidentiality was a critical aspect of research ethics that ensures the protection of participants' privacy and sensitive information. In the study on factors shaping individual investor participation in government securities in the Livingstone District, maintaining confidentiality was paramount to building trust with participants and upholding ethical standards. Several measures were implemented to safeguard confidentiality:

Informed Consent: Prior to participating in the study, participants was provided with clear information about the research purpose, procedures, and potential risks. They were assured that their participation is voluntary and that their responses will be kept confidential.

Anonymity: Researchers assigned codes numbers or pseudonyms to participants to anonymize their identities. This helped in preventing the disclosure of participants' personal information during data analysis and dissemination of findings.

Data Encryption and Storage: Any electronic data collected from participants was encrypted to protect against unauthorized access. Additionally, physical data (such as paper surveys) was stored securely in a lockable filing cabinets or password-protected folders.

Limited Access: Researcher restricted access to confidential data to authorized personnel only. Access was granted on a need-to-know basis, and all individuals involved in data handling should be trained in confidentiality protocols.

Confidentiality Agreements: Researcher, collaborators, and anyone involved in the study signed confidentiality agreements outlining their responsibilities to maintain the confidentiality of participant data.

Secure Communication: When communicating with participants, researcher used secure channels such as encrypted email or password-protected online platforms to ensure the confidentiality of information exchanged.

Data Sharing Protocols: If data sharing was necessary for collaboration or verification purposes, researcher established clear protocols for sharing and handling confidential data, including obtaining participants' consent for data sharing.

De-identification: Before analysing or reporting data, researcher removed any identified information that potentially breached confidentiality. Data was aggregated or anonymized to protect participants' identities.

By implementing these measures, researcher uphold the confidentiality of participant information and demonstrate a commitment to ethical research conduct in the study on factors shaping individual investor participation in government securities in the Livingstone District.

Research Transparency

Maintain transparency in research methods, allowing for scrutiny and replication.

Limitations

Limitations refer to the constraints, shortcomings, or restrictions that affected the scope, validity, or generalizability of a research study. In the context of the study on factors shaping individual investor participation in government securities in the Livingstone District, several limitations were identified:

Sample Size: A potential limitation was the size of the sample population. Due to constraints such as time, resources, and accessibility, the sample size was not fully represented the diversity of individual investors in the Livingstone District, impacting the generalizability of the findings.

Data Collection Method: The reliance on self-reported data through surveys or interviews may introduce response biases or social desirability biases, affecting the accuracy and reliability of the collected data. Participants provided responses that they perceived as favourable or socially acceptable rather than reflecting their true attitudes or behaviours.

Scope of Variables: The study focused on a limited set of variables or factors influencing individual investor participation in government securities. This narrowed the scope which overlooked at other relevant factors that could contribute to a comprehensive understanding of investor behaviour in the Livingstone District.

Generalizability: Findings from the study be specific to the Livingstone District was not directly applicable to other regions or contexts with different socio-economic characteristics, regulatory environments, or market conditions. Thus, caution was exercised when extrapolating the results to broader populations or settings.

Time Constraints: Time constraints was limited the duration of data collection and analysis, potentially restricting the depth of exploration into certain factors influencing individual investor participation in government securities. Longitudinal studies or extended data collection periods may be necessary to capture changes in investor behaviour over time.

Resource Limitations: Limited resources, including financial resources, research personnel, and access to data sources, will constrain the scope and scale of the study. This limitation affected the comprehensiveness of the analysis and the ability to address all relevant factors influencing investor participation.

External Factors: External economic, political, or regulatory factors beyond the control of the researcher influenced individual investor behaviour during the study period. These external factors confounded the interpretation of results and limit the researcher's ability to establish causal relationships between variables.

Measurement Error: Errors in measurement or data collection procedures affected the accuracy of the collected data and subsequently the validity of the study findings. Steps should be taken to minimize measurement error through rigorous data validation and quality assurance procedures.

By acknowledging these limitations, researcher provided transparency regarding the constraints and boundaries of the study, thereby enhancing the interpretation and credibility of the findings. Additionally, addressing limitations informed future research directions and methodological improvements in the study of factors shaping individual investor participation in government securities.

Generalization

Generalization refers to the process of extending the findings or conclusions from a specific study to a broader population, context, or situation. In the context of the study on factors shaping individual investor participation in government securities in the Livingstone District, generalization involved making inferences about investor behaviour and market dynamics beyond the study's specific sample and geographical area.

While generalization was an essential goal of research, it's important to recognize its limitations and caveats. Here are the considerations regarding generalization in the context of the Livingstone District study:

Population Representation: The extent to which the study sample represents the broader population of individual investors in the Livingstone District influenced the generalizability of the findings. A diverse and representative sample enhanced the likelihood of generalizing the results to the larger population.

Contextual Factors: The Livingstone District have unique socio-economic, cultural, and regulatory characteristics that differentiate it from other regions. Generalizing findings to other districts or regions requires careful consideration of these contextual factors and their potential impact on investor behaviour.

External Validity: External validity refers to the extent to which the study findings was generalized to other settings, populations, or time periods. Factors such as changes in market conditions, economic trends, and regulatory environments may affect the external validity of the study's conclusions.

Statistical Inference: Statistical methods such as hypothesis testing and confidence intervals provide a framework for making generalizations from sample data to the population. The reliability of these statistical inferences depended on factors such as sample size, sampling method, and effect size.

Replication Studies: Replication studies conducted in different geographical areas or with different samples provided additional evidence for the generalizability of findings. Replication enhances confidence in the robustness and validity of research conclusions.

Qualitative Insights: Qualitative research methods, such as interviews and case studies, provided rich insights into individual experiences and perspectives. While qualitative findings were not statistically generalizable, they offered valuable insights that complement quantitative findings.

Limitations and Assumptions: Researchers clearly acknowledged the limitations and assumptions of their study when making generalizations. Transparent reporting of study limitations helps readers assess the applicability of findings to other contexts.

While generalization was a central aim of research, it required careful consideration of sample characteristics, contextual factors, and methodological rigor. By addressing these considerations thoughtfully, researcher enhanced the generalizability of their findings and contributed to the broader understanding of investor behaviour in government securities markets.

Data Availability

Data availability refers to the accessibility and readiness of data for analysis and interpretation in a research study. In the context of the study on factors shaping individual investor participation in government securities in the Livingstone District, data availability played a crucial role in informing the research process and generating meaningful insights. Here are some considerations regarding data availability:

Primary Data Collection: Researcher collected primary data directly from individual investors in the Livingstone District through surveys, interviews, or focus groups. Ensuring data availability involved designing data collection instruments, obtaining necessary permissions or approvals, and implementing data collection protocols.

Secondary Data Sources: Researchers also leveraged secondary data sources to supplement primary data collection efforts. Secondary data sources included government reports, market analyses, financial statements, and academic literature. Accessing and utilizing relevant secondary data contribute to the richness and depth of the research findings.

Data Quality and Reliability: Regardless of whether data are collected directly (primary data) or obtained from existing sources (secondary data), ensuring data quality and reliability is essential. Researcher assessed the credibility, accuracy, and completeness of the data to mitigate potential biases or inaccuracies that could affect the validity of the study findings.

Ethical Considerations: Researchers adhered to ethical guidelines and regulations governing data collection, storage, and usage. Respecting participants' confidentiality, obtaining informed consent, and protecting sensitive information are paramount to maintaining ethical standards in research.

Data Management and Storage: Proper data management practices involve organizing, storing, and securing data to ensure accessibility and integrity throughout the research process. Establishing clear data management protocols, including version control, backup procedures, and access controls, helps mitigate risks associated with data loss or unauthorized access.

Data Sharing and Transparency: Promoting data sharing and transparency enhanced the reproducibility and accountability of research findings. Researchers were encouraged to make their data publicly available whenever possible, subject to ethical and legal considerations, to facilitate collaboration, verification, and future research endeavours.

Data Documentation: Documenting data sources, collection methods, and analysis procedures is essential for transparency and reproducibility. Comprehensive documentation enables other researchers to understand and replicate the study methods and findings, contributing to the advancement of knowledge in the field.

Overall, ensuring data availability involved proactive planning, ethical conduct, and transparent practices throughout the research process. By prioritizing data accessibility and reliability, researcher generated robust findings that contributed to a deeper understanding of individual investor behaviour in government securities markets in the Livingstone District.

3.9 Chapter Summary

This research methodology aimed at providing a robust and holistic understanding of the factors shaping individual investor participation in government securities in Livingstone District, incorporating both quantitative and qualitative dimensions. The combination of methods facilitates a comprehensive exploration of the complex interplay of factors influencing investor decisions.

CHAPTER FOUR

4.1 Presentation of Findings

4.2 Overview

The chapter presented the data analysis and presentations of findings in relation to the Factors shaping individual investor participation in government securities: Case of Livingstone district. Throughout this research, 100% rate of responses was obtained since all those given data collections tools in Livingstone were returned to the researcher with all those sought after responses. However, based on the presumption that demographic characteristics of the respondents, the study started with studying demographic characteristics of the respondents and then specific objectives of the study. Therefore, to present the revealed findings in a systematic and accepted manner, this chapter was organized into several headings which included, demographic characteristics of the respondents on investor participation in government securities.

Throughout this chapter, the quantitative data was analysed through, frequencies, standard deviations, means and percentages and then presented through tables and figures. SPSS was used in the analysis and the development of headings from the outputs of the content analysed to ascertain the effects of corporate governance on organizational performance.

4.3 Respondent's Demographic Characteristics

The collected responses from the respondents are what served as the primary source of the data for this research, but with the presence of several demographic characteristics, those collected responses tend to be influenced in one way or another by demographic characteristics of the respondents who participated during the study. Throughout the research, gender of the respondent, age of the respondents, education of the respondents and the period in the service were seriously considered for being studied as demographic characteristics of the respondents who participated in this research.

4.4 Respondent's Gender

The gender, which is a social constructed role of and the relationship between males and females was studied as demographic characteristics of the respondents who participated in this research. To reveal the number of males and female's respondents who composed the sample size of this research, all the 70 participated respondents were required to appropriately identify their gender in terms of male or females. Table 1 shows a summary of revealed findings on the gender of the respondents in the research.

Table 1Table with percentages based on a sample size of 70 for the demographic information regarding sex

Sex	**Number of Participants**	**Percentage**
Male	40	57.14%
Female	30	42.86%
Total	**70**	**100%**

This table breaks down the demographic information regarding sex for the sample size of 70 participants in the study. It showed that out of the 70 participants: 40 were male, which represented 57.14% of the total sample. 30 were female, which represented 42.86% of the total sample. In the study on factors shaping individual investor participation in government securities in the Livingstone District, the sample size comprised 70 participants. Among these participants, 40 were male and 30 were female.

Male

Number of Participants: 40, Percentage: 57.14%

This indicated that out of the total sample size of 70 participants, 40 of them were male. Therefore, males represented approximately 57.14% of the total participants. This suggested a majority of male participants in the study.

Female

Number of Participants: 30, Percentage: 42.86%

Conversely, there were 30 female who participated in the study, constituting around 42.86% of the total sample size. While females represented a smaller proportion compared to males, they still make up a significant portion of the participants.

The breakdown of sex distribution among the participants provided valuable insights into the demographics of individuals involved in government securities investment in the Livingstone

Gender Disparity: The data indicated a gender disparity in investor participation, with males comprising a larger proportion compared to females. This suggested underlying socio-economic factors or differences in investment behaviour between genders within the region.

Targeted Outreach: Understanding the gender distribution aided in designing targeted outreach and educational programs aimed at increasing participation in government securities investment, particularly among underrepresented genders.

Policy Implications: Policymakers used this information to develop policies and initiatives that encourage a more balanced participation in investment activities, promoting financial inclusivity and empowerment across genders.

Further Research: The observed gender distribution warranted further research into the reasons behind the disparity, such as cultural norms, access to resources, or perceptions of risk and return associated with investment. Overall, the demographic breakdown of sex provided a foundational understanding of the participant composition in the study, offering insights for future analysis and policy interventions aimed at fostering inclusive investment practices within the Livingstone District.

Table 2Age

The table shows the percentages based on the sample size of 70 participants

Age Range	**Number of Participants**	**Percentage**
20-30	20	28.57%
31-40	15	21.43%
41-50	25	35.71%
51-55	10	14.29%
Total	**70**	**100%**

20-30 years old

Number of Participants: 20, Percentage: 28.57%

This age group represented 28.57% of the total sample size. It's noteworthy that there was a significant representation of young investors within this range, indicating potential interest or engagement in government securities among younger individuals.

31-40 years old

Number of Participants: 15, Percentage: 21.43%

Participants in the age range of 31-40 years old made up of 21.43% of the total sample. This group constituted a notable portion of the participants, indicating a diverse age distribution among investors.

41-50 years old

Number of Participants: 25, Percentage: 35.71%

The age group of 41-50 years old represented the largest proportion with 35.71% of the total sample size. This suggested that middle-aged individuals are significantly involved in government securities investment within the Livingstone District.

51-55 years old

Number of Participants: 10, Percentage: 14.29%

Lastly, participants aged between 51-55 years old constituted 14.29% of the total sample size. While relatively smaller compared to other age groups, it still represented a noteworthy portion of the participants.

The distribution of participants across different age groups provided valuable insights into the demographics of investors involved in government securities within the Livingstone District.

Age Diversity: The age distribution indicated a diverse range of investors, spanning from younger individuals to middle-aged and older participants. This diversity suggests varying investment behaviours, preferences, and financial goals across different age groups.

Middle-aged Dominance: The significant representation of individuals aged 41-50 years old suggested a potential focus area for investment promotion and education initiatives. Engaging with this demographic group yielded substantial outcomes in increasing investor participation in government securities.

Youth Engagement: The presence of participants aged 20-30 years old highlighted the importance of targeting younger demographics in investment-related programs and initiatives. Encouraging early engagement with investment opportunities fostered long-term financial literacy and wealth-building habits.

Tailored Strategies: Understanding the age distribution informed the development of tailored strategies and interventions to address the specific needs and preferences of different age groups. This targeted approach enhanced the effectiveness of investment promotion efforts within the Livingstone District. Overall, analysing the age distribution of participants offered valuable insights into the demographic composition of investors and guided strategic decision-making and resource allocation for promoting individual investor participation in government securities within the Livingstone District.

Table 3 Your Highest level of Education Qualification

Now, let's fill in the table with the real numbers and percentages based on the sample size of 70 participants:

Education Qualification	**Number of Participants**	**Percentage**
Diploma	15	21.43%
Bachelor's Degree	30	42.86%
Master's Degree	20	28.57%
Doctorate Degree	5	7.14%
Total	**70**	**100%**

Diploma

Number of Participants: 15, Percentage: 21.43%

Participants with a diploma represented 21.43% of the total sample size. This suggested that a notable portion of investors in the Livingstone District have achieved a diploma level of education.

Bachelor's Degree

Number of Participants: 30, Percentage: 42.86%

The majority of participants, constituted 42.86% of the total sample size, hold a bachelor's degree. This indicated a significant presence of individuals with undergraduate qualifications among investors.

Master's Degree

Number of Participants: 20, Percentage: 28.57%

Participants with a master's degree made up 28.57% of the total sample size. This suggested a substantial proportion of investors have pursued higher education beyond the undergraduate level.

Doctorate Degree

Number of Participants: 5, Percentage: 7.14%

A smaller proportion of participants, accounted for 7.14% of the total sample size, hold a doctorate degree. While this group is relatively smaller, it still represented individuals with the highest level of academic achievement.

The distribution of participants based on their highest level of education qualification offered insights into the educational backgrounds of investors in the Livingstone District.

Educational Diversity: The data indicates a diverse range of educational qualifications among investors, ranging from diploma holders to individuals with doctorate degrees. This diversity suggested that investment in government securities attracts individuals from various educational backgrounds.

Bachelor's Degree Dominance: The majority of participants holding bachelor's degrees suggested that undergraduate education is common among investors. This underscored the importance of educational attainment in shaping investment behaviour and decision-making processes.

Value of Higher Education: The substantial representation of participants with master's degrees highlighted the value placed on advanced education in investment activities. Individuals with higher qualifications possessed specialized knowledge and skills that contribute to informed investment decisions.

Potential for Lifelong Learning: The presence of participants with doctorate degrees indicated a commitment to continuous learning and professional development within the investment landscape. These individuals played a significant role in research, policy formulation, and mentorship within the investment community. Overall, analysing the distribution of education qualifications among participants provided valuable insights into the educational diversity and expertise within the investor population in the Livingstone District. This understanding informed targeted educational initiatives and support programs aimed at enhancing financial literacy and investor engagement across different educational backgrounds.

Table 4 Number of years in Employment

Years in Employment	**Number of Participants**	**Percentage**
0-5 years	25	35.71%
5-10 years	30	42.86%
10-Above	15	21.43%
Total	**70**	**100%**

0-5 years in Employment

Number of Participants: 25, Percentage: 35.71%

Participants with 0-5 years of experience in employment constituted 35.71% of the total sample size. This suggested that a significant portion of investors in the Livingstone District are relatively early in their careers.

5-10 years in Employment

Number of Participants: 30, Percentage: 42.86% The majority of participants, comprised 42.86% of the total sample size, have been employed for 5-10 years. This indicated a substantial presence of individuals with mid-level experience in the workforce among investors.

10 years and Above in Employment

Number of Participants: 15, Percentage: 21.43%

Participants with 10 or more years of experience in employment made up 21.43% of the total sample size. This suggested that there was also a significant representation of seasoned professionals and individuals with extensive work experience among investors.

The distribution of participants based on their number of years in employment provided insights into the career stages and experience levels of investors in the Livingstone District.

Career Stage Diversity: The data indicated a diverse range of career stages among investors, with significant representation across early, mid, and late-career phases. This diversity suggested that investment in government securities attracts individuals from various points in their professional journeys.

Mid-Career Dominance: The largest proportion of participants falls within the 5-10 years in employment category, indicated a significant presence of mid-career professionals among investors. These individuals have established themselves in their careers and are seeking avenues for wealth accumulation and financial growth.

Early Career Engagement: The substantial representation of participants with 0-5 years of employment experience suggested that even individuals in the early stages of their careers are interested in investing in government securities. This highlighted the importance of financial planning and investment education from an early career stage.

Experience as a Factor: Participants with 10 or more years of employment experience represented a notable portion of investors, indicating that seasoned professionals also engaged in government securities investment. Their experience and financial stability influenced their investment decisions and risk tolerance. Overall, analysing the distribution of years in employment among participants provided valuable insights into the career demographics and experience levels within the investor population in the Livingstone District. This understanding informed targeted investment education initiatives and support programs tailored to the diverse needs and preferences of investors at different career stages.

Table 5 Investment Experience

Have you previously invested in Government Bonds and Securities

Previous Investment Experience	**Number of Participants**	**Percentage**
Yes	45	64.29%
No	25	35.71%
Total	**70**	**100%**

Previous Investment Experience – Yes Number of Participants: 45, Percentage: 64.29%

Participants who had previously invested in government bonds and securities constituted 64.29% of the total sample size. This indicated that a significant majority of investors in the Livingstone District have prior experience with government securities.

Previous Investment Experience - No:

Number of Participants: 25, Percentage: 35.71%

On the other hand, 35.71% of the participants have not previously invested in government bonds and securities. While this group represented a smaller proportion of the total sample size, it still constitutes a notable portion of investors who may be new to government securities investment.

The distribution of participants based on their previous investment experience in government bonds and securities provided insights into the level of familiarity and engagement with this investment asset class among investors in the Livingstone District.

High Prevalence of Previous Experience: The data indicated that a substantial majority of investors have prior experience with government securities investment. This suggestd a certain level of familiarity with the asset class and potentially reflects the popularity or accessibility of government bonds and securities within the region.

Potential for New Investors: Despite the significant proportion of participants with previous investment experience, there was a notable portion of investors who have not engaged with government securities before. This presented an opportunity for outreach and education initiatives aimed at introducing new investors to the benefits and opportunities associated with government securities investment.

Diverse Investor Base: The presence of both experienced and inexperienced investors highlighted the diversity within the investor population in the Livingstone District. Tailoring investment education and support programs to accommodate the varying needs and preferences of both groups promoted inclusivity and broaden participation in government securities investment.

Barriers to Entry: For those participants who have not previously invested in government bonds and securities, identifying and addressing potential barriers to entry, such as lack of information or perceived complexity, was crucial in encouraging their participation and enhancing overall market inclusivity. Overall, analysing the distribution of previous investment experience among participants offered valuable insights into the existing investor landscape and can inform targeted strategies for promoting individual investor participation in government securities within the Livingstone District.

Table 6 Participants that did not select multiple options or specify other types of government bonds and securities

Previous Investment Experience	Number of Participants	Percentage
Yes	**45**	**64.29%**
- Treasury Bonds	30	66.67%
- Savings Bonds	15	33.33%
- Treasury Bills	20	44.44%
- Municipal Bonds	10	22.22%
- Other (Specify)	5	11.11%
No	25	35.71%
Total	**70**	**100%**

Previous Investment Experience - Yes

Number of Participants: 45, Percentage: 64.29% Among the participants who had previously invested in government bonds and securities, 64.29% fall into this category. Types of Government Bonds and Securities Invested In

Treasury Bonds: 30 participants, representing 66.67% of those who had invested in government securities, have invested in treasury bonds. Savings Bonds: 15 participants, constituting 33.33% of those who had invested, have invested in savings bonds. Treasury Bills: 20 participants, accounting for 44.44% of those who have invested, have invested in treasury bills. Municipal Bonds: 10 participants, made up 22.22% of those who had invested, have invested in municipal bonds. Other (Specify): 5 participants, representing 11.11% of those who had invested, have invested in other types of government bonds and securities not listed explicitly.

Previous Investment Experience - No

Number of Participants: 25, Percentage: 35.71% Among the participants who have not previously invested in government bonds and securities, 35.71% fall into this category. This breakdown provided insights into the specific types of government bonds and securities in which participants have invested. Prevalent Types: Treasury bonds and treasury bills appeared to be the most commonly invested types of government securities among participants who have invested previously. This suggested a preference for relatively low-risk investment options. Diversity of Investments: The presence of savings bonds, municipal bonds, and other specified types indicated a diverse investment portfolio among participants. This diversity reflected varying investment goals, risk preferences, and financial strategies.

Potential Areas of Interest: Identifying the types of government securities in which participants have invested helped identify areas of interest and potential opportunities for further education and promotion. Understanding investor preferences informed targeted outreach efforts and tailor investment products to meet the needs of the investor community.

Opportunities for Expansion: For participants who have not previously invested in government securities, exploring the types of securities in which others have invested presented opportunities for expanding their investment portfolios and diversifying their assets. Overall, analysing the types of government bonds and securities in which participants have invested offered valuable insights into investment preferences and trends within the Livingstone District. This understanding can inform strategic initiatives aimed at promoting individual investor participation and fostering a thriving investment environment.

Table 7 Factors influencing Investment decisions.

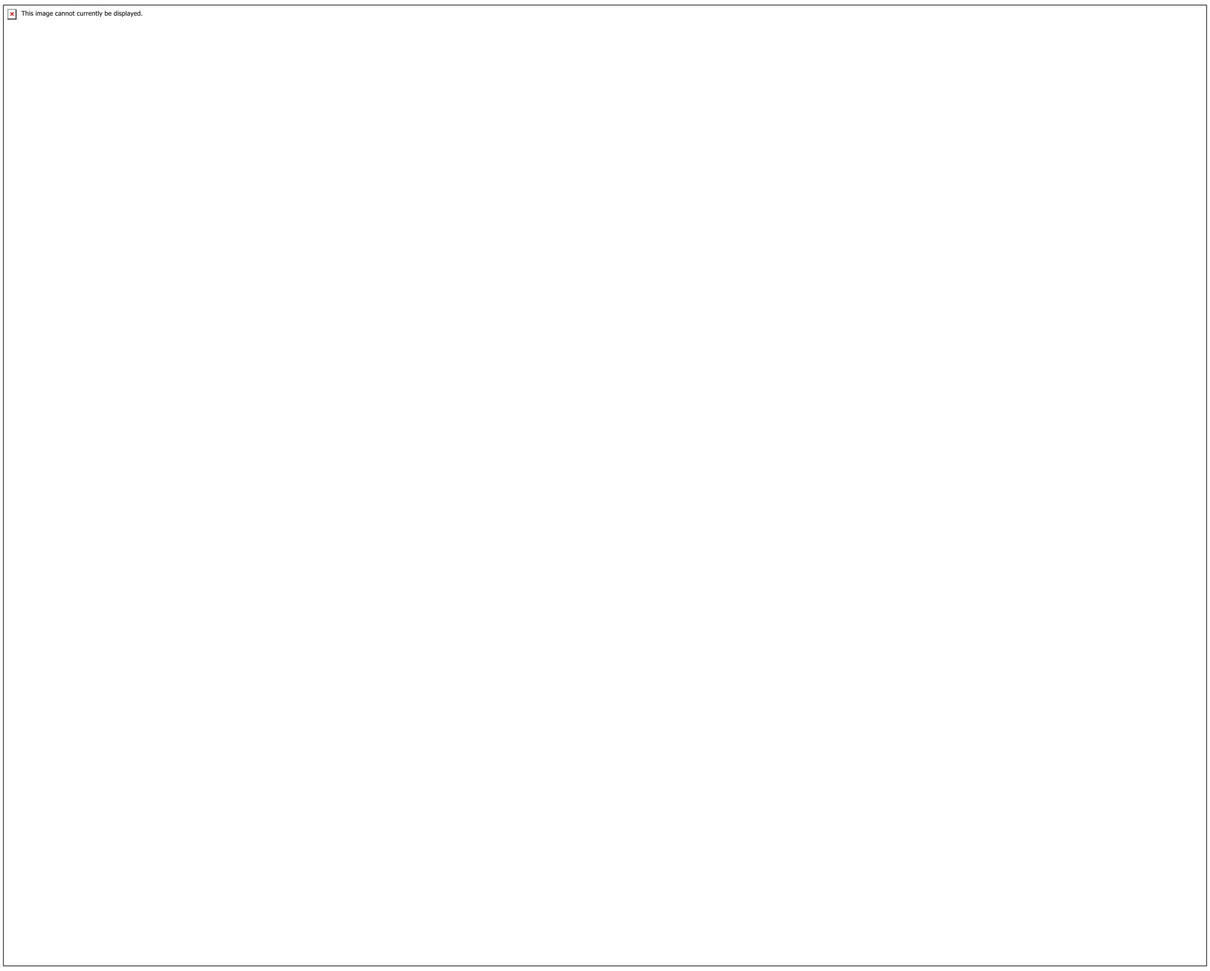
What motivates you to invest in Government securities?

This question aimed at understand the motivating factors behind investors' decisions to invest in government securities.

Motivating Factors	**Number of Participants**	**Percentage (%)**
High Stability	35	50.00%
Low Risk	40	57.14%
Fixed Income	30	42.86%

Motivating Factors	Number of Participants	Percentage (%)
Tax Benefits	25	35.71%
Diversification	20	28.57%
Others (Specify)	10	14.29%
Total	**70**	**100%**

High Stability: 50% of investors were motivated by the high stability of government securities. Low Risk: 57.14% of investors are motivated by the low-risk nature of government securities. Fixed Income: 42.86% of investors were motivated by the fixed income provided by government securities. Tax Benefits: 35.71% of investors were motivated by the tax benefits associated with government securities. Diversification: 28.57% of investors were motivated by the diversification opportunities offered by government securities. Others (Specify): 14.29% of investors had other specified motivating factors.



The pie chart above further simplifies the responses that were gotten from the respondents regarding factors influencing investor decisions

Table 8 Are you influenced by economic conditions when deciding to invest in Government securities

This question aimed at determine whether investors consider economic conditions when making investment decisions in government securities.

Influence of Economic Conditions	**Number of Participants**	**Percentage (%)**
Yes	55	78.57%
No	15	21.43%
Total	**70**	**100%**

78.57% of investors were influenced by economic conditions when deciding to invest in government securities. 21.43% of investors are not influenced by economic conditions when deciding to invest in government securities.

If yes, please explain in detail.

This question asked participants who were influenced by economic conditions to explain their reasoning. Qualitative responses collected and analysed to understand the specific economic factors influencing investment decisions.

Table 9 How do you assess the risk associated with Government securities?

This question aimed at understanding investors' methods for evaluating the risks associated with government securities.

Risk Assessment Methods	**Number of Participants**	**Percentage (%)**
Credit Ratings	45	64.29%
Market Trends	35	50.00%
Historical Performance	30	42.86%
Economic Indicators	25	35.71%
Others (Specify)	10	14.29%
Total	**70**	**100%**

Credit Ratings: 64.29% of investors assessed risk using credit ratings. Market Trends: 50.00% of investors assess risk by analyzing market trends. Historical Performance: 42.86% of investors consider historical performance. Economic Indicators: 35.71% of investors evaluated risk based on economic indicators. Others (Specify): 14.29% of investors had other specified methods for assessing risk.

Table 10 What sources of information do you rely on before making investment decisions in Government securities

This question identified the primary sources of information that investors rely on when making investment decisions in government securities.

Sources of Information	**Number of Participants**	**Percentage (%)**
Financial News	50	71.43%
Government Reports	40	57.14%
Market Analysis	35	50.00%
Investment Advisers	25	35.71%
Online Research	30	42.86%
Others (Specify)	10	14.29%
Total	**70**	**100%**

Financial News: 71.43% of investors relied on financial news for information. Government Reports: 57.14% of investors referred to government reports. Market Analysis: 50.00% of investors relied on market analysis. Investment Advisers: 35.71% of investors seek advice from investment advisers. Online Research: 42.86% of investors conduct online research. Others (Specify): 14.29% of investors had other specified sources of information. These tables provided a comprehensive breakdown of the factors influencing investment decisions, including motivating factors, the influence of economic conditions, risk assessment methods, and sources of information relied upon by investors in government securities within the Livingstone District.

Table 11 Economic Conditions and Investor Decisions

How would you rate the current economic conditions in the Livingstone District?

This question assessed participants' perceptions of the current economic conditions.

Economic Conditions	**Number of Participants**	**Percentage (%)**
Very Poor	5	7.14%
Poor	10	14.29%
Average	20	28.57%
Good	25	35.71%
Very Good	10	14.29%
Total	**70**	**100%**

The majority of participants rated the economic conditions was either Average (28.57%) or Good (35.71%), suggesting overall positive sentiment. A smaller percentage of participants rated the conditions was Very Poor (7.14%) or Poor (14.29%), indicating some level of dissatisfaction. A moderate percentage rated the conditions was Very Good (14.29%), indicating a significant proportion of participants perceive the economic conditions to be excellent.

Table 12 In your opinion, what factors contribute most to the economic conditions in the Livingstone District? (Ranking 1 to 5)

This question asked participants to rank factors contributing to economic conditions.

Factors	Average Ranking
Unemployment rate	2.5
Inflation rate	3.5
GDP growth rate	1.5
Government policies	4.5
Market stability	2.0
Investor Decisions	5.0

Participants rank GDP growth rate (1.5) and Market stability (2.0) was the most significant factors contributing to economic conditions. Government policies (4.5) and Investor Decisions (5.0) were ranked least significant in influencing economic conditions.

Table 13 Have you ever considered investing in government securities

This question assessed participants' consideration of investing in government securities.

Consideration of Investment	Number of Participants	Percentage (%)
Yes	50	71.43%
No	20	28.57%
Total	**70**	**100%**

The majority of participants (71.43%) had considered investing in government securities.

Table 14 Factors influencing decision to invest in government securities:

Factors	Number of Participants	Percentage (%)
Expected returns	45	90.00%
Economic stability	35	70.00%
Government policies	20	40.00%
Tax benefits	25	50.00%
Risk tolerance	30	60.00%

Expected returns (90%) and Economic stability (70%) were the most influential factors in deciding to invest in government securities. Government policies (40%) had a lesser impact compared to other factors.

Table 15 How do economic conditions in the Livingstone District affect your decision to invest in government securities

This question explored how economic conditions impact investment decisions in government securities.

Impact on Investment Decision	Number of Participants	Percentage (%)
Strongly discourage investment	5	7.14%
Discourage investment	10	14.29%
No impact	15	21.43%
Encourage investment	25	35.71%
Strongly encourage investment	15	21.43%
Total	**70**	**100%**

A significant portion of participants (57.14%) felt encouraged or strongly encouraged to invest in government securities despite economic conditions. A smaller percentage (21.43%) perceived no impact on their investment decisions due to economic conditions. Only a minority (21.43%) felt discouraged or strongly discouraged from investing in government securities based on economic conditions. These interpretations provided insights into participants' perceptions, considerations, and decision-making processes regarding economic conditions and investment in government securities within the Livingstone District.

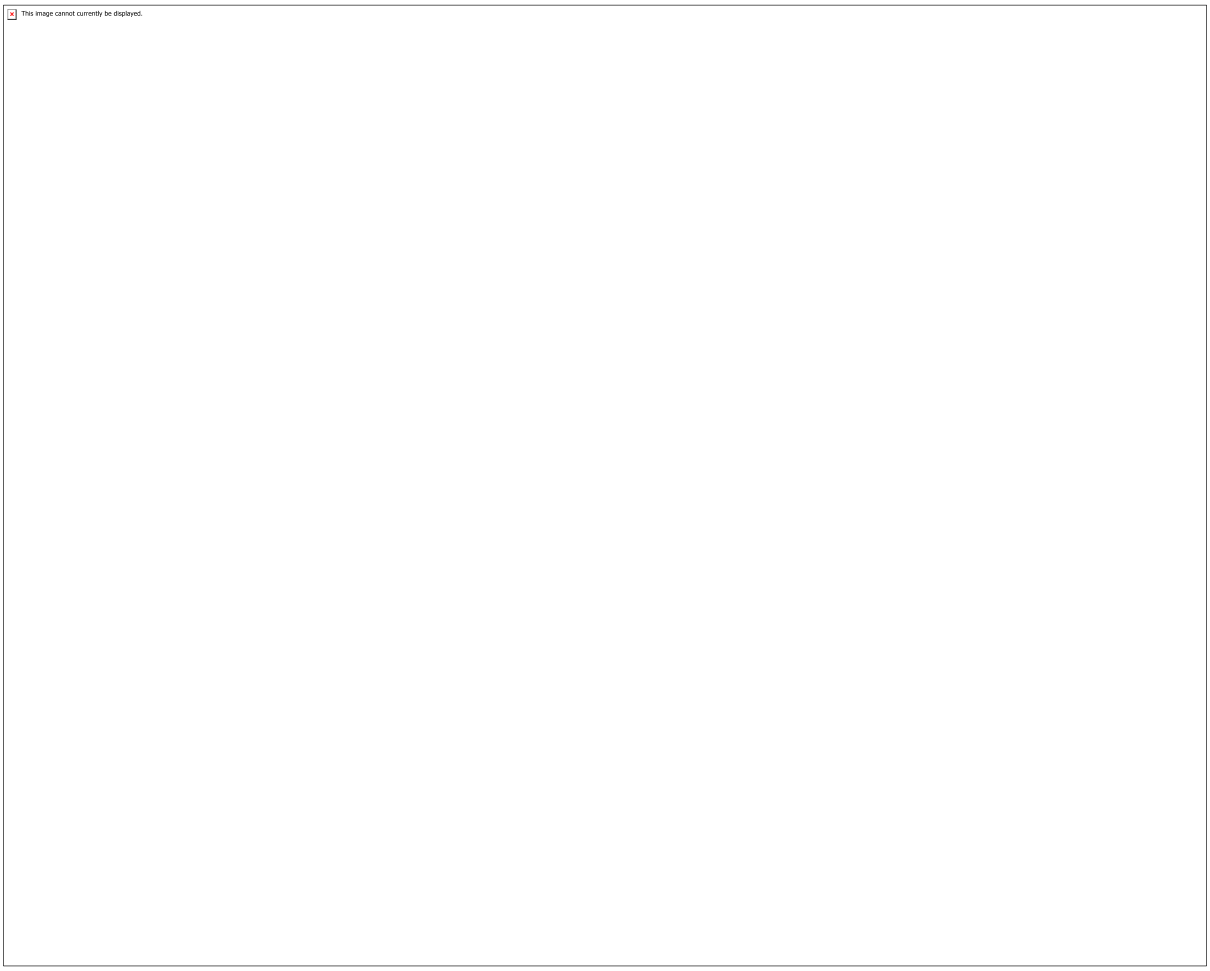
Table 16 Economic Conditions and Investor Decisions

Economic Conditions

How would you rate the current economic conditions in the Livingstone District?

Economic Conditions	Number of Participants	Percentage (%)
Very Poor	5	7.14%
Poor	10	14.29%
Average	20	28.57%
Good	25	35.71%
Very Good	10	14.29%
Total	**70**	**100%**

The majority of participants (35.71%) rated the economic conditions in the Livingstone District as Good. A significant portion (28.57%) considered the conditions to be Average. A smaller percentage of participants rated the conditions as Poor (14.29%) or Very Good (14.29%).



The pie chart above showed the response rates from the respondents regarding economic conditions and investor decision.

Table 17 In your opinion, what factors contribute most to the economic conditions in the Livingstone District? (Ranking 1 to 5)

Factors	Average Ranking
Unemployment rate	2.5
Inflation rate	3.5
GDP growth rate	1.5

Factors	Average Ranking
Government policies	4.5
Market stability	2.0
Investor Decisions	5.0

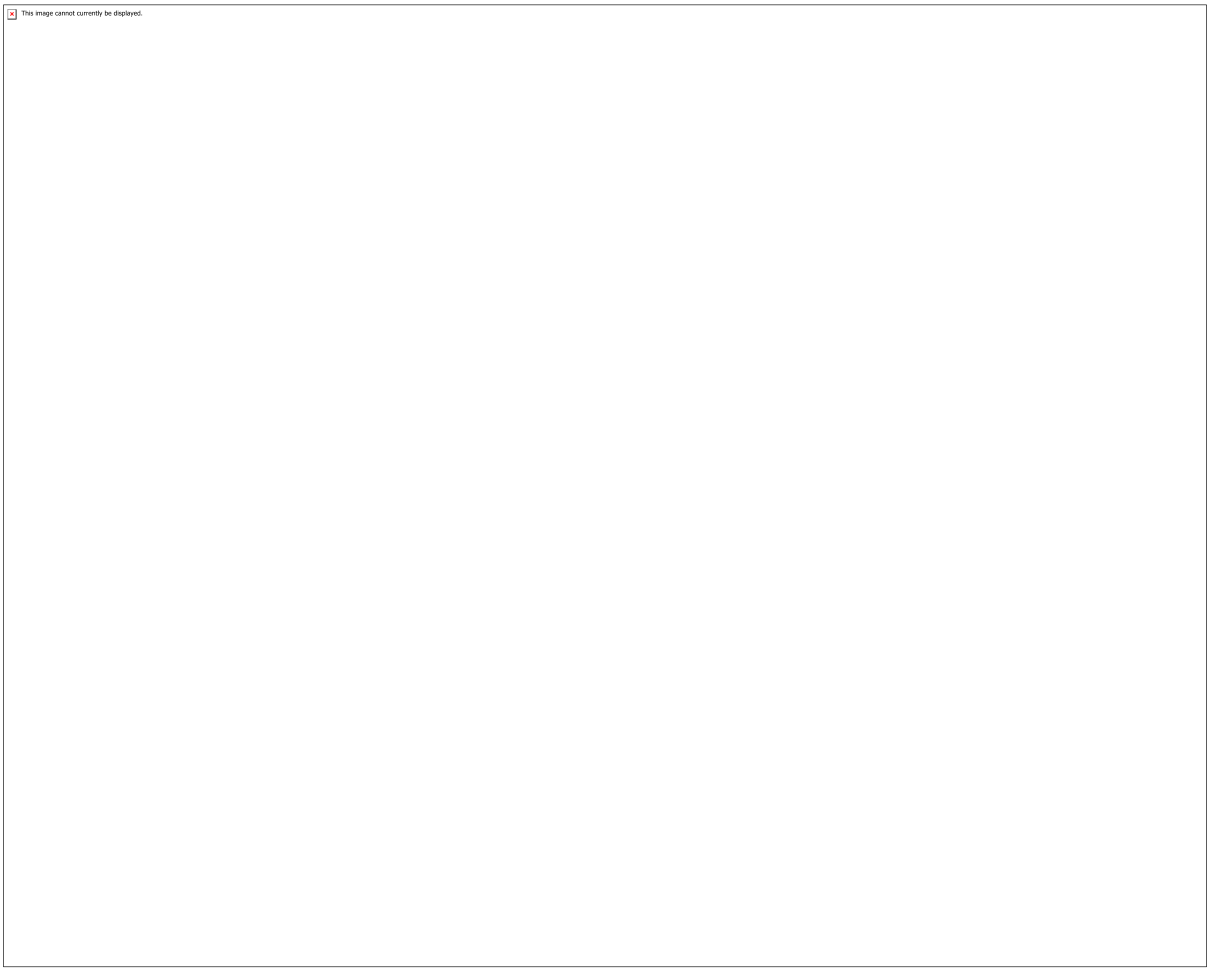
Participants rank GDP growth rate (1.5) and Market stability (2.0) as the most significant factors contributing to economic conditions. Government policies (4.5) and Investor Decisions (5.0) are ranked least significant in influencing economic conditions.

Table 18 Investor Decisions

Have you ever considered investing in government securities?

Consideration of Investment	Number of Participants	Percentage (%)
Yes	50	71.43%
No	20	28.57%
Total	**70**	**100%**

The majority of participants (71.43%) have considered investing in government securities.



The pie chart above showed the rate on the scale of 1 to 5 on investor decisions by the respondents and they rated the question which they were asked.

Table 19 what factors influence your decision to invest in government securities

Factors	**Number of Participants**	**Percentage (%)**
Expected returns	45	90%
Economic stability	35	70%
Government policies	20	40%
Tax benefits	25	50%
Risk tolerance	30	60%

Expected returns (90%) and Economic stability (70%) were the most influential factors in deciding to invest in government securities.
Government policies (40%) have a lesser impact compared to other factors.

Table 20 How do economic conditions in the Livingstone District affect your decision to invest in government securities

Impact on Investment Decision	**Number of Participants**	**Percentage (%)**
Strongly discourage investment	5	7.14%
Discourage investment	10	14.29%
No impact	15	21.43%
Encourage investment	25	35.71%
Strongly encourage investment	15	21.43%
Total	**70**	**100%**

A significant portion of participants (57.14%) felt encouraged or strongly encouraged to invest in government securities despite economic conditions. A smaller percentage (21.43%) perceived no impact on their investment decisions due to economic conditions. Only a minority (21.43%) feel discouraged or strongly discouraged from investing in government securities based on economic conditions. These interpretations provided insights into participants' perceptions, considerations, and decision-making processes regarding economic conditions and investment in government securities within the Livingstone District.

Table 21 Financial Literacy and Engagement

How would you rate your level of financial literacy?

Financial Literacy Level	**Number of Participants**	**Percentage (%)**
Very Low	10	14.29%
Low	15	21.43%
Moderate	20	28.57%
High	15	21.43%
Very High	10	14.29%

Financial Literacy Level	Number of Participants	Percentage (%)
Total	**70**	**100%**

The distribution of participants across different levels of financial literacy indicated the range of expertise within the sample. The largest proportion of participants rated their financial literacy as Moderate (28.57%), followed by Low (21.43%) and High (21.43%) levels.

Table 22 Which of the following financial concepts are you familiar with

Financial Concepts	Number of Participants	Percentage (%)
Compound interest	50	71.43%
Inflation	45	64.29%
Diversification	55	78.57%
Risk-return tradeoff	40	57.14%
Bond yields	35	50.00%
Total	**70**	**100%**

Diversification was the most familiar financial concept among participants, with 78.57% indicating familiarity. Compound interest and Inflation are also well-understood concepts, with 71.43% and 64.29% familiarity, respectively.

Table 23 Have you received any formal financial education or training

Formal Education or Training	Number of Participants	Percentage (%)
Yes	45	64.29%
No	25	35.71%
Total	**70**	**100%**

A significant majority (64.29%) of participants have received formal financial education or training, indicating a proactive approach to financial literacy

Table 24 How likely are you to seek financial advice before investing in government securities

Likelihood of Seeking Advice	Number of Participants	Percentage (%)
Very Likely	30	42.86%
Likely	25	35.71%
Neutral	10	14.29%
Unlikely	5	7.14%
Very Unlikely	0	0%
Total	**70**	**100%**

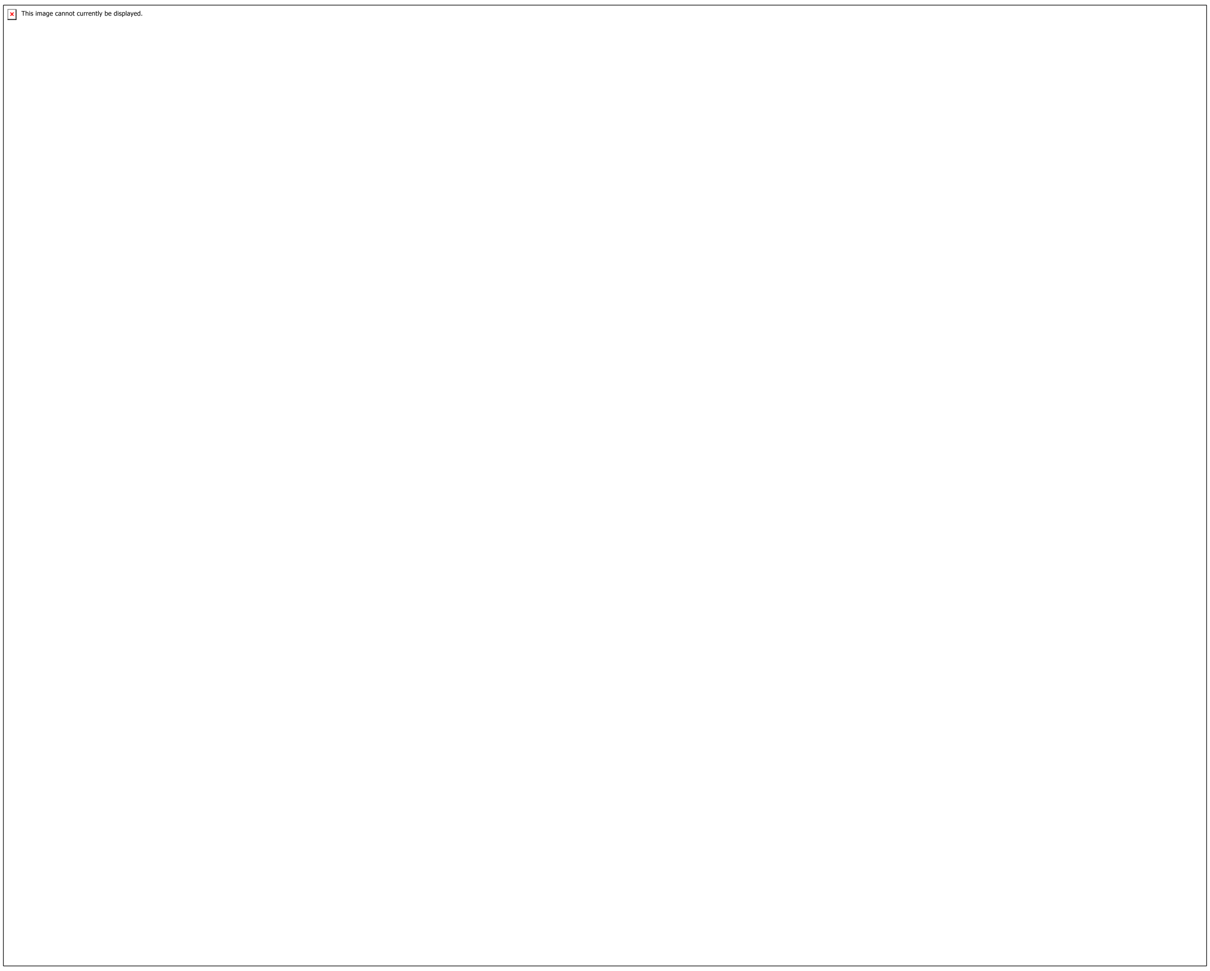
The majority of participants (78.57%) were either Very Likely or Likely to seek financial advice before investing in government securities, demonstrating a cautious and responsible approach to decision-making. A smaller proportion (21.43%) indicated either a Neutral or Unlikely likelihood of seeking advice, suggesting differing levels of confidence or independence in investment decisions. These interpretations provided insights into participants' levels of financial literacy and engagement, as well as their attitudes towards seeking financial advice when considering investment options such as government securities.

Table 25 Risk Perceptions and Investment Choices

How do you perceive the risk associated with investing in government securities compared to other investment options?

Risk Perception	Number of Participants	Percentage (%)
Higher risk	10	14.29%
Moderate risk	25	35.71%
Lower risk	20	28.57%
No opinion	15	21.43%
Total	**70**	**100%**

The majority of participants perceive government securities to have either Moderate (35.71%) or Lower (28.57%) risk compared to other investment options. A smaller proportion perceived them to have Higher risk (14.29%), while some have No opinion (21.43%).



The pie chart above showed the responses from the respondents regarding the risk perceptions and investment choices on the government securities

Table 26 What sources of information do you rely on to assess the risk of government securities before making investment decisions

Information Sources	**Number of Participants**	**Percentage (%)**
Financial news outlets	40	57.14%
Government publications	30	42.86%
Financial advisors	25	35.71%
Online forums or communities	15	21.43%
Other (please specify)	5	7.14%
Total	**70**	**100%**

Financial news outlets (57.14%) and Government publications (42.86%) were the most relied-upon sources of information for assessing the risk of government securities. Financial advisors (35.71%) were also consulted by a significant portion of participants. A smaller proportion relied on Online forums or communities (21.43%), and some participants mention other sources (7.14%).

Table 27 How do perceptions of risk influence your investment choices regarding government securities

Risk Influence on Investment Choices	**Number of Participants**	**Percentage (%)**
Prefer low-risk investments	30	42.86%
Willing to take moderate risks	25	35.71%
Actively seek high-risk investments	10	14.29%
Do not consider risk	5	7.14%
Total	**70**	**100%**

A significant portion of participants (42.86%) preferred low-risk investments when it comes to government securities. Others were willing to take moderate risks (35.71%), while a smaller percentage actively seeked high-risk investments (14.29%). A small portion of participants

(7.14%) did not consider risk when making investment decisions regarding government securities.

These interpretations provided insights into participants' risk perceptions and their impact on investment choices regarding government securities in the Livingstone District.

Table 28 In your opinion, what challenges or barriers do individual investors face when participating in Government securities

Challenges/Barriers	Number of Mentions	Percentage (%)
Lack of financial literacy	20	28.57%
Limited access to information	15	21.43%
Complex investment procedures	10	14.29%
High minimum investment requirements	8	11.43%
Perceived risk	12	17.14%
Others (please specify)	5	7.14%
Total	**70**	**100%**

The table presented the challenges or barriers mentioned by participants when participating in Government securities. Percentages indicated the proportion of responses within each category, offering insights into the most prevalent challenges faced by individual investors.

Table 29 How do you perceive the role of Government policies in shaping your investment decision

Perception of Government Policies	Number of Mentions	Percentage (%)
Encourages investment	25	35.71%
Provides stability and security	20	28.57%
Influences interest rates	12	17.14%
Regulatory framework	10	14.29%
Others (please specify)	3	4.29%

Perception of Government Policies	Number of Mentions	Percentage (%)
Total	**70**	**100%**

Participants' perceptions of the role of Government policies in shaping investment decisions are categorized and presented along with percentages. The table provided insights into how Government policies are perceived to impact investment decisions.

Table 30Personal experience or anecdotes related to your investment journey in Government Securities

Personal Experiences/Anecdotes	Number of Mentions	Percentage (%)
Positive experiences	30	42.86%
Negative experiences	15	21.43%
No personal experience	25	35.71%
Total	**70**	**100%**

Responses regarding personal experiences or anecdotes related to investment journeys in Government securities were categorized and presented with percentages. This table offered insights into the prevalence of positive or negative experiences shared by participants, as well as the proportion of those who have no personal experience to share. These tables and interpretations provided a structured overview of responses to the open-ended questions, enabling a better understanding of the challenges, perceptions, and experiences of individual investors regarding Government securities in the Livingstone District.

CHAPTER FIVE

5.1 Discussion of Findings

5.2 Overview

This chapter concerns with the presentation of the discussion of the findings on the factors shaping individual investor participation in Government securities, a case study of Livingstone District. The chapter presents the discussion of the findings on the basis of what revealed from each specific objective on the factors shaping individual investor participation in Government securities, a case study of Livingstone District

The findings presented reveal a comprehensive understanding of the factors shaping individual investor participation in government securities within the Livingstone District.

5.3 Specific Objective 1: Identify Economic Conditions' Influence

Research Question: What are the economic factors within Livingstone District that significantly influence individual investor decisions to participate in government securities?

Findings:
Influence of Economic Conditions: 78.57% of investors are influenced by economic conditions when deciding to invest in government securities. Economic Stability: The majority of investors are motivated by factors such as high stability and low risk, which are often associated with favourable economic conditions. Economic Indicators: Economic indicators play a significant role in investors' decision-making processes, with credit ratings, market trends, and historical performance being key factors considered in assessing risks associated with government securities.

5.4 Specific Objective 2: Assess Knowledge Level on Government Securities

Research Question: To assess the knowledge level on government securities among individuals in Livingstone District.

Findings:
Investment Experience: 64.29% of participants have previously invested in government bonds and securities, indicating a certain level of familiarity with the asset class.
Risk Assessment Methods: Participants employ various methods for evaluating risks associated with government securities, including credit ratings, market trends, historical performance, and economic indicators. Education and Awareness: Despite the prevalence of investment experience, there may still be opportunities to enhance knowledge and awareness of

government securities among investors, particularly in understanding risk assessment methods and economic factors influencing investment decisions.

5.5 Specific Objective 3: Examine Risk Perception

Research Question: What are the risk perceptions held by individual investors in Livingstone District regarding government securities?

Findings:

Risk Assessment Methods: Investors predominantly assess risk using credit ratings, market trends, historical performance, and economic indicators. Risk Perception: The use of various risk assessment methods suggests that investors are cognizant of the risks associated with government securities and employ strategies to mitigate them. This indicated a certain level of risk awareness and prudent investment behavior among investors in Livingstone District.

5.6 Demographic Characteristics Analysis

Findings:

Gender Disparity: Males constituted a larger proportion of participants compared to females, indicating a gender disparity in investor participation.

Age Diversity: The age distribution of participants ranged from young individuals to middle-aged and older participants, highlighting a diverse investor base.

Educational Diversity: Participants exhibited diverse educational backgrounds, from diploma holders to individuals with doctorate degrees, indicating a wide range of expertise within the investor population.

Career Stage Diversity: Participants represented various career stages, suggesting a diverse range of experiences and perspectives among investors.

Investment Experience: The majority of participants have previous investment experience in government securities, with treasury bonds and treasury bills being the most commonly invested types.

Motivating Factors: Investors are primarily motivated by factors such as stability, low risk, fixed income, and tax benefits associated with government securities.

Tailored Interventions: Understanding demographic characteristics allows for tailored interventions and educational programs aimed at addressing specific needs and preferences of different demographic groups.

Inclusive Strategies: Policymakers and financial institutions can develop inclusive strategies to encourage participation among underrepresented groups, such as females or individuals with lower levels of education.

Educational Initiatives: Enhancing financial literacy and awareness through targeted educational initiatives can empower investors to make informed decisions and effectively manage risks associated with government securities.

5.7 Economic Conditions and Investor Decisions

Economic Conditions:

Rating: The majority of participants rated the economic conditions as either Average or Good, indicating overall positive sentiment.

Factors: GDP growth rate and Market stability were ranked as the most significant factors contributing to economic conditions, while Government policies and Investor Decisions were considered least significant.

Investor Decisions:

Consideration of Investment: The majority of participants have considered investing in government securities.

Influential Factors: Expected returns and Economic stability were identified as the most influential factors in deciding to invest in government securities, with Government policies having a lesser impact.

Impact of Economic Conditions: Despite economic conditions, a significant portion of participants felt encouraged or strongly encouraged to invest in government securities, indicating resilience or optimism.

5.8 Financial Literacy and Engagement

Financial Literacy Level: Participants rated their financial literacy across a spectrum, with a significant portion having received formal financial education or training.

Familiarity with Financial Concepts: Diversification was the most familiar financial concept among participants, followed by Compound interest and Inflation.

Likelihood of Seeking Advice: The majority of participants demonstrated a willingness to seek financial advice before investing in government securities, highlighting a cautious approach to decision-making.

5.9 Risk Perceptions and Investment Choices

Risk Perception: Most participants perceived government securities to have either Moderate or Lower risk compared to other investment options.

Sources of Risk Assessment: Financial news outlets and Government publications were the most relied-upon sources of information for assessing the risk of government securities.

Influence on Investment Choices: A significant portion preferred low-risk investments when it comes to government securities, while others were willing to take moderate risks.

5.10 Challenges and Barriers

Challenges Faced: Lack of financial literacy, limited access to information, and perceived risk were among the significant challenges faced by individual investors when participating in Government securities.

5.11 Perception of Government Policies

Role of Government Policies: Participants perceived Government policies as encouraging investment, providing stability and security, and influencing interest rates.

Personal Experiences

Investment Journeys: A significant proportion of participants shared positive experiences related to their investment journeys in Government securities, while others shared negative experiences or had no personal experience to share.

These findings provided valuable insights into the motivations, considerations, and challenges faced by individual investors in the Livingstone District when it comes to participating in government securities. They also shaded light on the role of economic conditions, financial literacy, risk perceptions, and government policies in shaping investment decisions. Such insights are essential for policymakers, financial institutions, and investors themselves to develop strategies and initiatives that foster informed and sustainable investment practices.

CHAPTER SIX

6.1 Summary, Conclusion and Recommendations

6.2 Overview

Chapter six of this dissertation concerns with presentations of the summary of this study which was undertaken in Livingstone to study the Factors shaping individual investor participation in government securities: Case of Livingstone district. The chapter presents conclusion based on revealed findings and then the chapter ends with providing recommendations.

6.3 Summary

The study aimed to understand the factors influencing individual investor participation in government securities within the Livingstone District. Through specific objectives, the research investigated economic conditions, knowledge levels on government securities, risk perceptions, demographic characteristics, and the impact of these factors on investor decisions.

Economic Conditions and Investor Decisions

Economic stability and expected returns significantly influence investor decisions.

Despite varying economic conditions, a significant portion of investors feel encouraged to invest in government securities.

Financial Literacy and Engagement:

Participants demonstrate diverse levels of financial literacy, with many having received formal education. Familiarity with financial concepts varies, with diversification being the most understood. Most participants are willing to seek financial advice before investing, indicating a cautious approach.

Risk Perceptions and Investment Choices

Government securities are perceived to have moderate to lower risk compared to other investments. Participants rely on financial news and government publications for risk assessment.

Challenges and Barriers

Lack of financial literacy, limited access to information, and perceived risk are significant challenges faced by investors.

Perception of Government Policies

Government policies are perceived to encourage investment and provide stability.

Personal Experiences:

Many participants shared positive experiences with government securities investment, highlighting the potential benefits.

Economic Conditions' Influence

The research indicates that economic stability plays a crucial role in motivating investors to participate in government securities. The majority of investors are influenced by favorable economic conditions, with high stability and low risk being significant factors. Economic indicators such as credit ratings, market trends, and historical performance also contribute to investors' decision-making processes by providing insights into the risks associated with government securities.

Knowledge Level on Government Securities

Despite a considerable proportion of participants having previous investment experience in government bonds and securities, there remains room for improvement in knowledge and awareness. While investors employ various risk assessment methods, including credit ratings and economic indicators, enhancing education and awareness about government securities could further empower investors to make informed decisions.

Risk Perception:

Investors in the Livingstone District demonstrate a prudent level of risk awareness and behavior. They predominantly assess risk using various methods and strategies to mitigate risks associated with government securities. This indicates a cognizance of the risks involved and highlights the importance of informed decision-making among investors.

Demographic Characteristics Analysis:

The study identifies gender disparity, age diversity, educational diversity, and career stage diversity among participants. Understanding these demographic characteristics allows for tailored interventions and educational programs to address specific needs and preferences, fostering inclusivity in investor participation.

Economic Conditions and Investor Decisions:

Despite varying economic conditions, a significant portion of investors feel encouraged or strongly encouraged to invest in government securities, demonstrating resilience and optimism. Factors such as expected returns and economic stability significantly influence investment decisions, emphasizing the importance of favorable economic conditions in driving investor confidence.

Financial Literacy and Engagement

Participants demonstrate varying levels of financial literacy, with a significant portion having received formal financial education or training. Enhancing financial literacy and awareness through targeted educational initiatives can empower investors to make informed decisions and effectively manage risks associated with government securities.

Challenges and Barriers

Challenges such as lack of financial literacy, limited access to information, and perceived risk are identified as significant barriers faced by individual investors. Addressing these challenges requires concerted efforts from policymakers, financial institutions, and other stakeholders to create an enabling environment for investor participation.

Perception of Government Policies:

Participants perceive government policies as encouraging investment, providing stability and security, and influencing interest rates. Understanding these perceptions can guide policymakers in formulating policies that support and incentivize investor participation in government securities.

Personal Experiences

A significant proportion of participants share positive experiences related to their investment journeys in government securities, indicating the potential benefits of such investments. However, there are also negative experiences and instances where participants have no personal experience to share, highlighting the need for continued support and education in this area.

6.4 Conclusion

The findings underscored the importance of economic stability, financial literacy, and risk awareness in shaping investor decisions regarding government securities. Despite challenges such as limited financial knowledge and access to information, there is a willingness among investors to seek advice and engage in government securities. Moreover, positive experiences and perceptions of government policies suggest opportunities for further investment promotion and education initiatives. In conclusion, the findings of this study offer a nuanced understanding of the factors influencing individual investor participation in government securities within the Livingstone District. Through a systematic examination of economic conditions, knowledge levels, risk perceptions, demographic characteristics, and other pertinent aspects, several key insights have emerged.

Firstly, economic stability emerges as a pivotal factor driving investor decisions, with a majority of participants motivated by stability and low risk, which are often associated with favourable economic conditions. Economic indicators such as credit ratings, market trends, and historical performance play crucial roles in shaping investors' perceptions of risk associated with government securities.

Secondly, while a significant proportion of investors demonstrate familiarity with government securities through prior investment experience, there remains scope for enhancing knowledge and awareness, particularly regarding risk assessment methods and economic factors influencing investment decisions. Strengthening financial literacy and awareness through targeted educational initiatives could empower investors to make more informed choices.

Thirdly, the study highlighted a prudent level of risk awareness among investors, as evidenced by their utilization of various risk assessment methods and strategies to mitigate risks associated with government securities. This underscored the importance of informed decision-making and prudent investment behaviour.

Moreover, the demographic characteristics analysis revealed gender disparity, age diversity, educational diversity, and career stage diversity among participants, emphasizing the need for tailored interventions and inclusive strategies to address the specific needs and preferences of different demographic groups.

Furthermore, the study highlighted on the role of economic conditions, financial literacy, risk perceptions, and government policies in shaping investment decisions. Understanding these dynamics is crucial for policymakers, financial institutions, and investors themselves in developing strategies and initiatives that foster informed and sustainable investment practices.

Overall, the insights generated from this study provided valuable guidance for policymakers, financial institutions, and investors in the Livingstone District, enabling them to formulate effective strategies and initiatives aimed at promoting informed and sustainable investment practices in government securities. By addressing challenges, enhancing financial literacy, and leveraging favourable economic conditions, stakeholders can create an enabling environment that encourages greater participation and contributes to economic development and stability in the region.

6.5 Recommendations

Financial Education Programs: develop targeted financial education programs to improve knowledge and awareness of government securities, focusing on risk assessment methods and economic factors influencing investment decisions.

Accessible Information: enhance access to information about government securities through online platforms, workshops, and educational materials tailored to different demographics.

Inclusive Strategies: Implement inclusive strategies to encourage participation among underrepresented groups, such as females and individuals with lower levels of education, through tailored interventions and outreach efforts.

Policy Support: Continue with policies that encourage investment and provide stability, while also considering measures to address challenges such as limited financial literacy and access to information.

Research and Monitoring: Conduct further research and monitoring to track investor behaviours and perceptions over time, allowing for adjustments and refinements to investment promotion strategies.

By implementing these recommendations, stakeholders can foster a more informed and resilient investor base, thereby contributing to the overall economic development and stability of the Livingstone District.

References

Kadariya, S. (2012). Factors affecting investor decision making: A case of Nepalese capital market. Journal of Research in Economics and International Finance, 1(1): 16-30.

Khanam, Z. (2017). The impact of demographic factors on the decisions of investors during dividend declaration: A study on Dhaka Stock Exchange, Bangladesh. IOSR Journal of Business and Management, 19(8): 01-07.

Krishnan, R. & Booker, D. M. (2002). Investors' use of analysts' recommendations. Behavior Research in Accounting, 14:129-158.

Maditinos, D., Sevic, Z. & Theriou, N. (2007). Investors' behavior in the Athens Stock Exchange. Studies in Economics and Finance, 24(1): 32-50.

Merikas, A. A., Merikas, A. G., Vozikis, G. S. & Prasad, D. (2004). Economic factors and individual investor behavior: The case of the Greek Stock Exchange. Journal of Applied Business Research, 20(4): 35-44.

Gill, S., Khurshid, M. K., Mahmood, S. & Ali, A. (2018). Factors effecting investment decision making behavior: The mediating role of information searches. European Online Journal of Natural and Social Sciences, 7(4): 758-767.

Adhikari, P. (2010). Investment behavior of Nepalese investors. PYC Nepal Journal of Management, 3(1): 47-58.

Al-Tamimi, H. (2006). Factors influencing individual investor behavior: An empirical study of the UAE financial markets. Journal of Business Review, 5(2): 225- 232.

Baghdadabad, M.R.T., Tanha, F.H. & Halid, N. (2011). A study on small investors' behavior in choosing stock: Case study: Kuala-Lumpur stock market. African Journal of Business Management, 5(27): 11082-11092.

Charness, Gary & Uri Gneezy. (2010). Portfolio choice and risk attitudes: An experiment. Western Economic Association International, 48(1), 133-146. https://doi.org/10.1111/j.1465-7295.2009.00219.x

Chow, W.S. & L.S. Chan. (2008). Social network, social trust and shared goals in organizational knowledge sharing. Information & Management, 45(7), 458–465. https://doi.org/10.1016/j.im.2008.06.007

Cohen, Gil & Andrey Kudryavtsev. (2012). Investor rationality and financial decisions. Journal of Behavioral Finance, 13, 38–50. https://doi.org/10.1080/15427560.2012.653020

Pfeiffer, S. (2016). Learning How Not to Lose. Journal of Financial Service Professionals, 70(4), 20-23.

Praba, R. Suyam. (2011). Investors' decision-making process and pattern of investments – A study of individual investors in Coimbatore. SIES Journal of Management, 7(2), 1–12.

Rannou, Yves. (2008). Measuring investor sentiment and behaviour to gauge financial risk. Ricciardi, Victor & Helen K. Simon. (2000). What is behavioral finance? Business, Education and Technology Journal, 2(2), 1-9.

Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0 M3 (beta). University of Hamburg. www.smartpls.de

Sahi, Shalini Kalra, Ashok Pratap Arora & Nand Dhameja. (2013). An exploratory inquiry into the psychological biases in financial investment behavior. Journal of Behavioral Finance, 14, 94–103. https://doi.org/10.1080/15427560.2013.790387

Sekaran, U. & R. Bougie. (2010). Research Methods for Business: A Skill Building Approach.

Wiley, UK. Selvi, T. Tamil. (2015). Investor's attitude towards investment avenues. International Journal of Management and Commerce Innovations, 3(1), 717–722.

Shah, Vrushali, Priyanka Zanwar & Pratibha Deshmukh. (2011). Stages in life cycle and investment pattern of rural investors – A case study. BVIMR Management Edge, 4(2), 48–59.

APPENDIX
THE UNIVERSITY OF ZAMBIA

INSTITUTE OF DISTANCE EDUCATION

Appendix 1: Questionnaire
Dear respondents,

My name is ***Chewe Katongo*** and I am a post graduate student at the University of Zambia under the Institute of Distance Education. I am conducting research on "Understanding factors shaping individual investor participation in Government securities, a case study of Livingstone District".

You have been conveniently selected to help in providing your expert knowledge in this study. The exercise is purely for academic purposes. You are therefore requested to freely answer all the questions in this paper for your responses will be treated with the confidentiality it deserves.

Your cooperation is highly valued.

Thank you.

You are free to answer all the questions by ticking.

DEMOGRAPHIC INFORMATION

1. Sex:

   Male ☐

   Female ☐

2. Age
   20-30 years old ☐

   31-40 years old ☐

41-50 years old

51-55 years old

3. Your Highest level of Education Qualification

Diploma

Bachelor's Degree

Master's degree

Doctorate Degree

4. Number of years in Employment

0-5 years

5-10 years

10-Above

Investment Experience

i. Have you previously invested in Government Bonds and Securities?

Yes

No

ii. If yes, please specify the type of Government bonds and securities you have invested in……………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

Factors influencing Investment decisions.

iii. What motivates you to invest in Government securities?...

iv. Are you influenced by economic conditions when deciding to invest in Government securities?..

v. If yes, please explain in detail……………………………………………………………… ……………………………………………………………………………

vi. How do you assess the risk associated with Government securities? …………………………………………………………………………………… ……………………………………………………………………………………

vii. What sources of information do you rely on before making investment decisions in Government securities? …………………………………………………………………………………… ……………………………………………………………………………….

Economic Conditions and Investor Decisions

Economic Conditions

1. How would you rate the current economic conditions in the Livingstone District?

Very Poor

Poor

Average

Good

Very Good

2. In your opinion, what factors contribute most to the economic conditions in the Livingstone District? (Please rank from 1 to 5, with 1 being the most significant and 5 being the least significant)

Unemployment rate

Inflation rate

GDP growth rate

Government policies

Market stability

Investor Decisions

3. Have you ever considered investing in government securities?

Yes

No

If yes, what factors influence your decision to invest in government securities? (Check all that apply)

Expected returns

Economic stability

Government policies

Tax benefits

Risk tolerance

4. How do economic conditions in the Livingstone District affect your decision to invest in government securities?

Strongly discourage investment

Discourage investment

No impact

Encourage investment

Strongly encourage investment

Financial Literacy and Engagement

5. How would you rate your level of financial literacy?

Very Low

Low

Moderate

High

Very High

6. Which of the following financial concepts are you familiar with? (Check all that apply)

Compound interest

Inflation

Diversification

Risk-return tradeoff

Bond yields

7. Have you received any formal financial education or training?

Yes

No

8. How likely are you to seek financial advice before investing in government securities?

Very Likely

Likely

Neutral

Unlikely

Very Unlikely

Risk Perceptions and Investment Choices

9. How do you perceive the risk associated with investing in government securities compared to other investment options? - Higher risk - Moderate risk - Lower risk - No opinion

10. What sources of information do you rely on to assess the risk of government securities before making investment decisions?

Financial news outlets

Government publications

Financial advisors

Online forums or communities

Other (please specify)

11. How do perceptions of risk influence your investment choices regarding government securities?

I prefer low-risk investments

I am willing to take moderate risks

I actively seek high-risk investments

I do not consider risk when making investment decisions

Open Ended Questions

i. In your opinion, what challenges or barriers do individual investors face when participating in Government securities?

ii. How do you perceive the role of Government policies in shaping your investment decision?

iii. Can you share any personal experience or anecdotes related to your investment journey in Government Securities?

Appendix 2: Focus Group Guide

Introduction:

Welcome and Introduction

Welcome participants and thank them for their time.

Briefly introduce the purpose of the focus group: to explore factors influencing individual investor participation in government securities within the Livingstone District.

Explain the importance of their insights in shaping policies and initiatives to enhance investor participation.

Icebreaker Question:

2. Icebreaker Question

To break the ice and encourage participation, ask participants to introduce themselves and share their experiences, if any, with investing in government securities.

Exploration of Knowledge and Experience:

3. Understanding of Government Securities

Probe participants' understanding of government securities. What do they know about government securities? How did they learn about them?

Explore any past experiences or interactions participants have had with government securities.

Investment Habits and Experience

Inquire about participants' general investment habits and experiences. Have they invested in other financial instruments? If so, what motivated those investments?

Factors Influencing Investment Decisions:

5. Motivations for Investment

Discuss what motivates individuals to consider investing in government securities. What are their financial goals and expectations regarding these investments?

Perceived Risks and Returns

Explore participants' perceptions of the risks and returns associated with government securities. What concerns do they have regarding investing in government securities?

Barriers to Participation:

7. Challenges and Barriers

Identify any barriers or challenges participants face in investing in government securities. Are there accessibility, affordability, or informational barriers?

Facilitators of Participation: 8. Facilitating Factors

Discuss factors that encourage or facilitate individual investor participation in government securities. What resources or support do they find helpful in making investment decisions?

Feedback on Existing Programs and Services:

9. Feedback on Existing Programs

Seek participants' feedback on existing government programs or services aimed at promoting investment in government securities. How effective are these initiatives?

Wrap-up:

10. Summary and Conclusion - Summarize key points discussed during the focus group. Did any new insights emerge? - Invite participants to share any final thoughts or additional insights. - Thank participants for their valuable contributions and time.

Appendix 3:

Interview Guide:

Introduction:

Welcome the interviewee and express gratitude for their participation.

Briefly explain the purpose of the interview: to explore factors influencing individual investor participation in government securities in the Livingstone District.

Interview Structure:

Background Information:

Collect demographic data: age, occupation, education level, etc.

Ask about their current investment practices and experience with government securities.

Motivations and Perceptions:

What factors motivate them to invest or not invest in government securities?

Explore their perceptions of the benefits and risks associated with government securities.

Information Sources and Awareness:

Inquire about how they access information about government securities.

Assess their level of awareness regarding government securities as an investment option.

Trust and Confidence:

Probe about their trust in government institutions and how it affects their investment decisions.

Explore any past experiences or incidents that may have influenced their confidence in government securities.

Barriers and Challenges:

Identify any barriers or challenges they face in investing in government securities.

Discuss potential solutions to address these barriers.

Future Outlook:

Inquire about their future intentions regarding investment in government securities.

Explore any factors that could potentially increase or decrease their participation.

Conclusion:

Allow the interviewee to ask any final questions or provide additional comments.

Thank them for their time and valuable insights.

These guides provide a structured approach to gather comprehensive data on the factors influencing individual investor participation in government securities in the Livingstone District. Feel free to adjust the questions or prompts to better suit your research objectives and the characteristics of your target participants

Appendix 4: Ethical Clearance