

Emotional Intelligence, Self-Efficacy, and Resilience as Predictors of Women's Investment Behaviour: The Moderating Role of Financial Literacy

Charul Mittal¹, Bharat Bhushan², Rishipal³

¹ Faculty of Management Studies, ICFAI University, Baddi (Himachal Pradesh), CGC University, Mohali (Punjab).

Email: mcharul@gmail.com

² Faculty of Management Studies, ICFAI University, Baddi (Himachal Pradesh).

Email: bharatbhushan@iuhimachal.edu.in

³ SGT University, Gurugram (Haryana).

Abstract: Purpose: This research aims to understand the influence of emotional intelligence, self-efficacy, and resilience on the investment behaviour of women and also investigate the role of financial literacy in moderating the relationship between psychological variables and women's investment behaviour.

Research Methodology: With the application of Social Cognitive Theory (Bandura, 1986) along with the Behavioural Finance Theory, a framework has been designed to explain the investment behaviour of women. Primary data was collected from 262 women investors residing in the Delhi-NCR region of India by means of a structured questionnaire and was analyzed using PLS-SEM.

Findings: This study found positive influences of emotional intelligence, self-efficacy, resilience, and financial literacy on the investment behaviour of women. Financial literacy was found to moderate the effect of self-efficacy on behaviour, however, it had no significant moderation effects on the associations of emotional intelligence and resilience.

Limitations: This study only considers women investors from Delhi-NCR and adopts cross-sectional data.

Research implications: It is essential that financial institutions and policymakers should conduct financial awareness programmes to facilitate investment decision-making. The current research highlights the role of financial, psychological knowledge, and resilience to encourage women to invest. Improving these psychological and financial competencies is important to ensure economic independence for women.

Originality: By incorporating several psychological constructs into one framework, namely EI, SE, and resilience and integrating these measures with financial literacy, this paper contributes to the existing literature on women's investment decision-making.

Keywords: Women Investors; Investment Behaviour; Emotional Intelligence; Self-Efficacy; Resilience; Financial Literacy;

1. INTRODUCTION

Women's involvement in financial market dealings has tremendously grown in the last ten years due to financial inclusion, financial technology, education, and gender equality initiatives (World Bank, 2022; World Economic Forum, 2023). Nonetheless, there exist gender differences concerning investment, portfolio management, and risk-taking (OECD, 2023). Women have been found to be less active in undertaking financial transactions, more cautious about taking risks, and to engage in safe financial investments than men (Barber & Odean, 2019; Bucher-Koenen et al., 2021).

These pieces of evidence reveal that both economics and certain psychological factors play critical roles in determining investment. Social Cognitive Theory holds that one's skills and thoughts and the environment interact to determine behaviours. Psychological resources such as emotional intelligence, self-efficacy, and resilience are essential in achieving desired results according to Bandura (1986). In addition, Behavioural Finance Theory asserts that one's psychological and emotional attributes determine his or her investment acts and perceptions during ambiguous situations (Kahneman & Tversky, 1979; Barberis & Thaler, 2003). This background knowledge is critical in understanding the effect of psychological factors on women's investment behaviours and how financial literacy assists in making sound financial decisions. As highlighted by several recent studies, there is an increased need for psychological determinants in understanding behavioural differences in finance (Nguyen et al., 2022; Pompian, 2018). For female investors, other than culture, psychological variables could improve their financial confidence, risk-taking capacity, and long-term investments. The above statement shows how this research topic is relevant from a theoretical and practical perspective. There are many studies that have investigated factors impacting investment behaviour, such as financial literacy, risk perception, and psychological variables. Emotional intelligence, for instance, increases the quality of decision-making due to emotion regulation in relation to financial uncertainty (Miao et al., 2019). Furthermore, self-efficacy influences financial confidence, investments, and the overall state of financial wellbeing (Farrell et al., 2016). In addition to this, resilience allows investors to cope with risks in the market and attain their goals (Fletcher & Sarkar, 2013; Liu et al., 2024). Also, financial literacy is another essential determinant of investment behaviour (Bongomin et al., 2017; Lusardi & Mitchell, 2014). As much as these are vital contributions to research, past literature has tended to explore each variable individually without investigating their interactions with respect to investment behaviour. Further, there is scattered literature on psychological variables influencing female investors' behaviour in emerging countries like India. The moderating effect of financial literacy on the impact of psychological resources on investment behaviour has not been well studied by scholars. This gap is particularly relevant since women still have different challenges when it comes to finances and have less involvement in investment activities than their male counterparts who can earn money faster (Bannier & Schwarz, 2018). Therefore, the current research seeks to explore the effects of emotional intelligence, self-efficacy, and resilience on the investment behaviour of women in order to develop a holistic model grounded in Social Cognitive Theory and Behavioural Finance Theory, considering the moderating effect of financial literacy.

Emotional Intelligence (EI), self-efficacy (SE), and Resilience (RES) are psychological factors that have gained considerable academic popularity. The literature indicates that resilience affects financial wellbeing and increases resilience towards any possible financial and economic shocks (Liu et al., 2024; Abreu & Mendes, 2025). Academic research claims that self-efficacy and emotional intelligence have a major impact on finance and investment behaviour as they help in financial decision-making. Specifically, emotional intelligence enables people to cope with emotions and uncertainties associated with investments and make reasonable financial decisions, thus minimizing emotional biases (Miao et al., 2019; Goleman, 1998). In the same way, self-efficacy contributes to enhancing the confidence level of individuals involved in decision-making related to investment evaluation, financial risk management, and goal achievement (Bandura, 1986; Farrell et al., 2016). Having psychologically strong characteristics does not necessarily result in the making of rational and well-informed financial decisions. Financial literacy refers to the knowledge and understanding of financial matters and the capacity to use such knowledge appropriately (Lusardi & Mitchell, 2014). Financial literacy plays an important role in developing proper financial conduct. High levels of financial literacy have been found to influence the way people assess risk, diversify their portfolios, plan for retirement, and participate actively in financial markets (Klapper & Lusardi, 2020; OECD, 2023). The continued existence of the gender gap with regard to financial literacy makes it difficult for women to take an active part in the financial market (Bucher-Koenen et al., 2021; Hasler & Lusardi, 2017). Recent research findings show that the role of financial literacy may act as a moderator in the relation between psychological characteristics and financial behaviour (Grohmann et al., 2018; Nguyen et al., 2022). We propose that, in addition to financial knowledge, emotional intelligence, self-efficacy, and resilience influence women's ability to evaluate investment opportunities, manage uncertainty, and respond to investment risks. Furthermore, financial education is expected to amplify the positive effects of these psychological resources, enabling women to make informed investment decisions. Although there is a growing body of research on the impact of these psychological factors, there is a scarcity of studies examining these factors collectively while also considering the moderating role of financial literacy, particularly concerning women investors in emerging economies. The conceptual model of variables is illustrated in figure 1. Despite increased economic empowerment, challenges remain in women's investment participation, financial confidence, and wealth accumulation (Lusardi & Mitchell, 2014; Bannier & Schwarz, 2018), which need to be addressed.

Therefore, the objectives of this study are:

- To assess the impact of emotional intelligence, self-efficacy, and resilience on women's investment behaviour.
- This study examines the moderating role of financial literacy in the relationship between emotional intelligence, self-efficacy, resilience, and women's investment behaviour.

Source: Own Elaboration

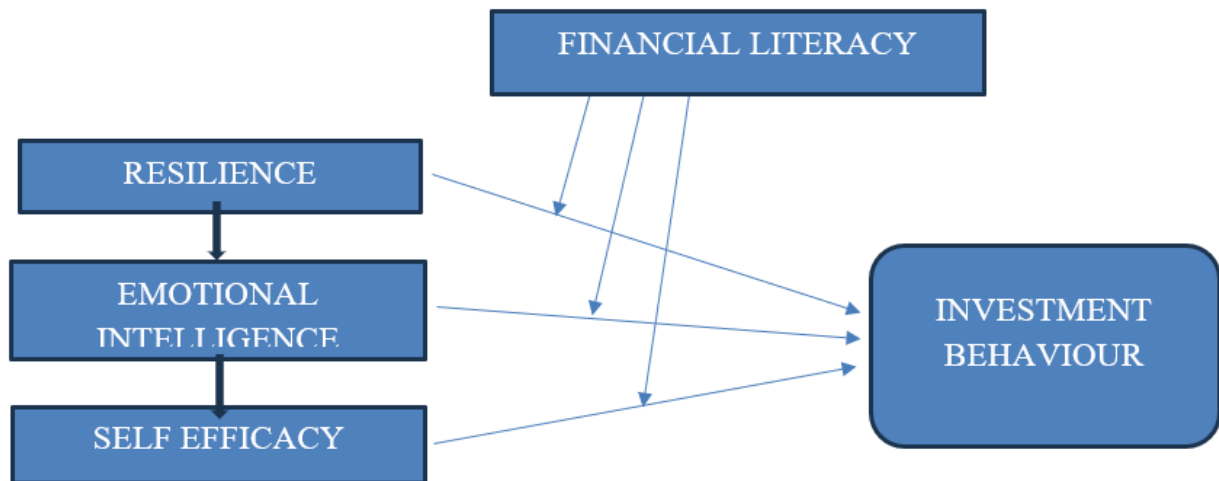


Figure1. Conceptual Model

In order to understand the impact of emotional intelligence, self-efficacy, and resilience on investment behaviour of women, it is important to investigate how financial literacy acts as a mediator between these psychological characteristics and actual investment behaviour. In doing so, this research will be adding to the existing theoretical knowledge in relation to Social Cognitive Theory and Behavioural Finance Theory by applying it to the field of investments. The results of the research will provide insight on how to improve women's investment behaviour in order to increase their financial inclusion, which can have long-lasting effects on the quality of their lives.

2. Theoretical Postulates:

The current study is based on the Social Cognitive Theory (SCT) by Bandura (1986) that argues that behaviours arise due to interactions between personal, environmental and behavioural determinants. In the view of SCT, psychological variables such as self-efficacy, emotional regulation, and resilience play a role in decision-making and behaviour under conditions of uncertainty (Bandura, 1986; Djourova et al., 2020). Emotionally intelligent women can regulate their emotions concerning financial uncertainties, whereas self-efficacy increases investors' confidence when making decisions about investments, and resilience allows investors to recover from setbacks related to their investments and to keep the aim of making investments alive in the long run (Sharma & Kumra, 2025; Fletcher & Sarkar, 2013). Moreover, another theory that will be used in the current study is that of Behavioural Finance Theory. Contrary to traditional finance theories, the one discussed here suggests that investors are not always rational and that psychological, cognitive, and emotional variables affect financial decision-making (Kahneman & Tversky, 1979; Barberis & Thaler, 2003). It is argued in the literature devoted to behavioural finance that the psychology of an investor affects his or her risk perception and decisions about financial investments (Puri & Robinson, 2007; Aren & Zengin, 2016). Therefore, the integration of Social Cognitive Theory and Behavioural Finance Theory provides a robust theoretical foundation for examining the role of emotional intelligence, self-efficacy, and resilience in women's investment behaviour and the moderating impact of financial literacy on these relationships.

2.1. Women's Investment Behaviour

The studies on investment behaviour reveal significant differences between males and females in terms of how investment decisions are made. The literature has shown that females have been found to be more conservative than males with regard to investments and trading (Barber & Bernasek, 1998; Barber & Odean, 2001). This is confirmed by contemporary studies which prove that investment decisions of women are significantly different from those of men in relation to their attitudes towards risks and methods of decision-making (Jalilvand et al., 2018; Sangeetha et

al., 2018). The analysis of the financial behaviours of working women in 2025 found that the role of financial literacy and personal involvement would be important for their investment decisions, and the effect of social and cultural aspects may be weaker. Despite this trend in financial decisions making among women, there are spheres where gender difference becomes smaller.

2.2. Emotional Intelligence and Investment Behaviour:

Emotional intelligence, defined by Mayer et al. (2016) as perception and regulation of emotions, is very significant in the field of finance. This ability helps a person avoid acting impulsively in situations with emotional outbursts, making him/her invest money wisely for the long term (Ameriks et al., 2020; Akhtar & Das, 2019). People with effective emotional regulation skills show better financial performance and fewer behavioural biases (Goleman, 2020). This subject has been discussed extensively in behavioural and organizational studies. Emotional intelligence makes a person be able to manage his/her feelings, cope with stressful situations, and remain objective in decision-making (Rajagopalan, 2021). High levels of emotional intelligence help reduce impulse trade and panic selling (Vander Pal, 2021). As noted by Chen et al. (2022), emotional intelligence affects investing choices not only directly but also indirectly through risk perception and resilience biases. Thus, emotional intelligence is expected to impact women's investing behaviours positively. From these considerations, the initial research hypothesis is:

H1: Emotional intelligence has significantly impact on women's investment behaviour.

2.3. Self-Efficacy and Investment Behaviour:

The self-efficacy theory states that people having self-efficacy will continue doing what they do and also become proactive (Bandura, 1997). With respect to finances, higher self-efficacy will lead to greater involvement in the financial market and good investment decisions (Dolas 2022). From the psychological empowerment perspective, self-efficacy is associated with increased productivity and behavioural engagement (Hameli et al., 2023). According to Bandura (1997), self-efficacy can be defined as the individual's belief regarding his/her capacity to perform the task. The role of self-efficacy is very important in financial contexts as well. It has been found that financial self-efficacy influences the investment process, financial diversification, and wealth accumulation positively (Lown, 2021; Sabri & Zakaria, 2020). Also, women who have high self-efficacy beliefs will participate more in financial planning and investments (Farrell et al. 2016; Bucher-Koenen et al. 2021). Thus, self-efficacy is an essential psychological determinant of active investing behaviour. The reviewed literature suggests the following hypothesis:

H2: Self-efficacy has significantly impact on women's investment behaviour.

2.4. Resilience and Investment Behaviour:

Resilience is defined as the ability to recover from difficulties, adapt to changes, and overcome setbacks while continuing to pursue goals (Luthans et al., 2007; Fletcher & Sarkar, 2013). In financial planning, resilience helps investors endure market volatility, losses, and economic uncertainties while staying focused on their long-term investment objectives (Arora & Sharma, 2023; Liu et al., 2024). Investors who are resilient are noted for their emotional stability and flexibility, allowing them to make sound investment choices even during market instability (Curry, 2025). The idea of resilience is rooted in Social Cognitive Theory, serving as a psychological asset that enhances an individual's capacity to adapt to uncertainty and regain confidence in achieving long-term goals (Luthans et al., 2007; Fletcher & Sarkar, 2013). In investment contexts, resilient women can effectively manage market fluctuations, handle financial risks, and adhere to their investment strategies even in tough situations (Arora & Sharma, 2023; Abreu & Mendes, 2025). Consequently, it is anticipated that resilience will positively influence women's investment behaviour. Thus, the hypothesis proposed is:

H3: Resilience has significantly impacts on women's investment behaviour.

2.5. Financial Literacy and Investment Behaviour:

Lusardi and Mitchell (2014) concluded that financial literacy greatly impacts the investment decisions of people, where an individual's knowledge and skills about financial issues reflect the financial literacy of that person. Shah et al. (2024) found out that there is a positive relationship between financial literacy and greater involvement of people in financial markets and investing with great caution. According to Iqbal and Sami (2024), people who have financial knowledge tend to use goal-based investment approaches and behave rationally while investing. Agarwal (2025) mentioned that financial literacy has the capacity to prevent behavioural biases like overconfidence and herding. Moreover, according to Yürük et al. (2025), financial literacy has a direct effect on the investment behaviour

of people, where it has a positive impact on how psychological factors like self-control influence financial decision-making. Fong (2025) stated that financially literate individuals perform better in terms of assessing risks and diversifying portfolios. Furthermore, for women, financial literacy improves confidence levels and investment behaviour.

H4: Financial literacy has a significant relationship with women's investment behaviour.

2.6. Financial Literacy as a Moderating Variable:

Financial literacy increases an individual's ability to evaluate risks and decreases dependency on peer influence when making investment decisions (Raut, 2020). Financial literacy contributes to the process of retirement planning and the behavior of looking for ways out towards retirement (Seay et al., 2016). In relation to women, there exists a relationship between financial literacy and diversified investments and behavioral biases (Nigama & Deepika, 2024). The above review leads to the formulation of the following hypotheses.

H5: Financial literacy significantly moderates the relationship between emotional intelligence and women's investment behaviour.

H6: Financial literacy significantly moderates the relationship between self-efficacy and women's investment behaviour.

H7: Financial literacy significant moderates the relationship between resilience and women's investment behaviour.

3. Method & Procedures

3.1 Methods

The purposive sampling technique has adopted in the study. Primary data were collected from 262 women respondents with the help of structured questionnaire during the time period from December 2025 to April 2026. In order to examine the effect of emotional intelligence, self-efficacy, and resilience, as well as identify the relevance of financial literacy as a moderator variable, a representative sample that would have these characteristics needs to be used.

3.2 Instrument Development

The following variables such as Emotional Intelligence, Self-Efficacy, Resilience, Financial literacy, were identified in research gap to measure the impact on women investment behaviour. The scale was adapted for this research, retaining the original statements but modified to align with the study's focus on investment behaviour. Emotional Intelligence (EI) was evaluated using four dimensions as outlined by Dhar Upinder, Hyde Anukool, and Pethe Sanjyot (2022), based on the EI model by Salovey and Mayer (1990). Four observed variables (Dhar Upinder, Chaudhari Sushama, and Pethe Sanjyot, 2022) were utilized to evaluate self-efficacy. Resilience was assessed through four variables (Dhar Upinder, Chaudhari Sushama, and Pethe Sanjyot, 2023). Financial literacy was operationalized considering five dimensions identified in previous studies (Tahir et al., 2021; Lone & Bhat, 2022; Mahdzan et al., 2020; Chatterjee et al., 2019; Abrantes-Braga & Veludo-de-Oliveira, 2019; Mindra & Moya, 2017; Das & Kumar, 2016). Investment behaviour was measured using five observed variables (Waweru et al., 2008; Hosp et al., 2003; Dew & Xiao, 2011). These variables were assessed on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The instrument's content validity was confirmed through expert opinions and a pilot study involving 55 participants.

3.3 Sample Description

A total of 262 women investors were approached for information. After data cleaning and editing, twelve responses were excluded, leaving 250 responses for analysis. All responses were from women. Sixteen percent of participants reported an income below ₹ 5, 00,000. Those surveyed with an income between ₹ 5, 00,000 and ₹ 10, 00,000 numbered 104, representing 25 percent of the total. The remaining 147 respondents had incomes exceeding ₹ 10, 00,000.

3.4 Statistical Tools Used

In order to examine the effect of psychological variables and investment behavior, while financial literacy is used as a moderating variable, Structural Equation Modelling (SEM) is applied. SEM is an appropriate method for

data analysis when dealing with sets of interdependent relationships with multiple dependent variables, causal models and equations at one time (Chin, 1998; Cohen et al., 2018; Hair et al., 2019; Prakash et al., 2022). A thorough assessment of collinearity was carried out by using Smart PLS which is efficient and concise (Kock, 2015). All constructs had the value of VIF below the standard limit of five (Hair et al., 2017) (Table 5).

4. Data Analysis and Results

4.1 Measurement Model Assessment: The model chosen for this study was a reflective-reflective lower-order model as shown in Figure 2. First, the reliability and validity of the lower-order constructs must be analyzed before moving on to analyzing the higher-order constructs (Sarstedt et al., 2019). The analysis of the lower-order reflective constructs involved the use of PLS algorithm through indicator loading, reliability, convergent validity, and discriminant validity analyses. Indicator loading according to Hulland (1999) and Truong & McColl (2011) should not be less than 0.5 while, on the other hand, loadings above 0.7 indicate reliable indicators according to previous studies (Hair et al., 2021). The twenty-two indicators were loaded between 0.826 and 0.932 showing appropriacy. The indicators' loading requirements are greater than or equal to 0.708 but could also be between 0.50 and 0.70 if both AVE and CR are satisfying (Hair et al., 2017, 2021).

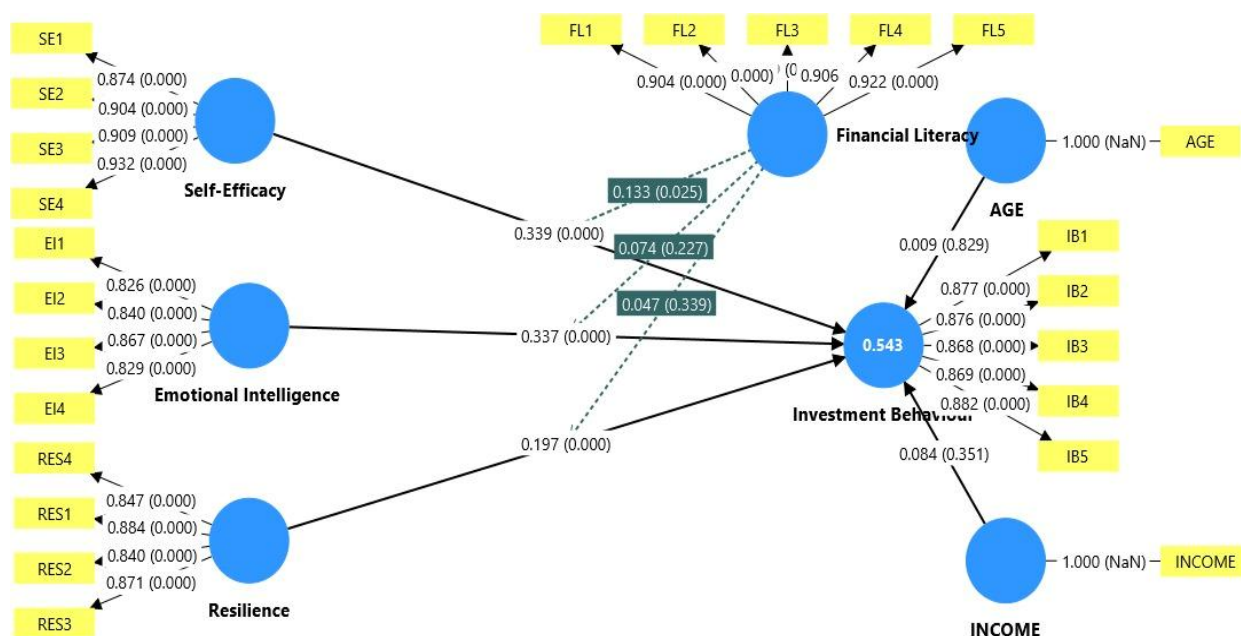
Table1. Lower Order Contracts and Standardized Indicator Loading

Construct	Code	Variable	Outer loadings
Emotional Intelligence	EI1	I can encourage others to work even when things are not favourable.	0.826
	EI2	People tell me that I am an inspiration for them.	0.840
	EI3	I am able to encourage people to take initiative.	0.867
	EI4	I am able to make intelligent decisions using a healthy balance of emotions and reason.	0.829
Financial Literacy	FL1	I always keep myself updated about the interest rates levied by financial institutions/banks.	0.904
	FL2	I am aware about the strategies to save my money effectively	0.908
	FL3	I am aware about the risks associated with different types of investment	0.899
	FL4	I know the importance of good credit score	0.906

	FL5	I am aware about the key elements to be compared before buying an investment product	0.922
Investment Behaviour	IB1	I keep my expenditures under control	0.877
	IB2	I plan my financial future	0.876
	IB3	I save money.	0.868
	IB4	Before big purchases, I analyze my financial situation	0.869
	IB5	I check my credit card account for possible errors and debts.	0.882
Resilience	RES1	When I fail, I try harder.	0.884
	RES2	I believe that failures are temporary setbacks, hence can be overcome.	0.840
	RES3	I believe that criticism has potential for improvement.	0.871
	RES4	I think I can recover quickly from setbacks.	0.847
Self-Efficacy	SE1	When confronted with a difficult task, I am willing to spend whatever it takes to accomplish it.	0.874
	SE2	When I fail in a task, I reevaluate my strategies.	0.904
	SE3	I always set targets higher than those set by my organization.	0.909
	SE4	I am able to handle unforeseen situations at my workplace.	0.932

Source: PLS-SEM output

Figure2. Structure Model



After testing for the lower-order measurement model using factor loadings, there is need to analyze the model for reliability and validity of the indicators and variables. The reliability of the constructs has been tested using Cronbach's alpha (α), Roh_A and composite reliability (CR). The reliability measure involves the use of Alpha (α), Roh_A and Composite reliability (CR). In most cases, any value above 0.7 is considered reliable (Hair et al., 2017, 2021). According to Diamantopoulos et al. (2012), the values greater than 0.95 of alpha (α) and composite reliability (CR) are considered to be a sign of data redundancy. All the lower-order constructs met the reliability criteria (see Table 2 below) and are internally consistent. Convergent validity of the lower-order constructs is evaluated based on the average variance extracted (AVE). According to Hair et al. (2019), the minimum threshold is 0.50. All constructs meet this criteria, with values ranging from 0.707 to 0.825 (see Table 2 below).

Table2. Reliability and Convergent Validity Assessment of Lower Order Constructs

Constructs	Cronbach's alpha	Composite reliability (Rho_A)	Composite reliability (Rho_C)	Average variance extracted (AVE)
Emotional Intelligence	0.862	0.866	0.906	0.707
Financial Literacy	0.947	0.948	0.959	0.825
Investment Behaviour	0.923	0.926	0.942	0.765
Resilience	0.884	0.889	0.920	0.741

Self-Efficacy	0.927	0.941	0.948	0.819
----------------------	-------	-------	-------	-------

Source: Primary Data (PLS-SEM output)

The constructs' discriminant validity was further assessed using the Heterotrait-Monotrait Ratio (HTMT) criteria, as shown in Table 3. The HTMT is an accurate indicator of discriminant validity, with a threshold of 0.85 (Henseler et al., 2015). According to Fornell and Cha (1994), the variance of a latent variable's indicators should surpass that of other latent variables. The findings of the study verified that all lower-order constructs satisfied the necessary HTMT criteria (Table 3).

Table3. Heterotrait-Monotrait Ratio (HTMT) Criteria for Discriminant Validity of Lower Order Constructs

	Emotional Intelligence	Financial Literacy	Investment Behaviour	Resilience	Self-Efficacy
Emotional Intelligence					
Financial Literacy	0.473				
Investment Behaviour	0.637	0.511			
Resilience	0.482	0.567	0.527		
Self-Efficacy	0.360	0.357	0.554	0.367	

Source: Primary Data (PLS-SEM output)

5. Structural Model

In case of the structural model, hypothesis testing involved the utilization of p-value and confidence interval (CI) methods in order to validate the robustness of the obtained results. In the case of p-value method, the acceptance of an alternative hypothesis takes place when the value of the path coefficient under examination has the p-value of less than 0.05. Moreover, in the context of confidence interval method, the significance of a relationship was determined by checking whether zero belongs to the confidence interval of the obtained path coefficients. Particularly, if zero does not belong to the bootstrap 95% CI (between 2.5% and 97.5% confidence limits), then such a path coefficient was considered significant; otherwise, not. Therefore, e.g., a 95% confidence interval [0.12, 0.48] means the existence of the significant relationship because zero does not belong to this interval. Significant path coefficients were validated using the bootstrapping method with 10,000 subsamples. The structural model was assessed using standard criteria: coefficient of determination (R²), effect size (f²), statistical significance, and relevance of path coefficients. The coefficient of determination (R²) indicates the model's explanatory power. Based on R² values of 0.25, 0.50, and 0.75, the model is classified as weak, moderate, and substantial, respectively (Henseler et al., 2009). In this study, an R² value exceeding 0.50 suggests that the model has moderate explanatory power (Hair et al., 2011, 2019). The R² for investment behaviour was 0.543, and the adjusted R² was 0.527. The f² value, which measures the

model's strength, is categorized as small (0.02), medium (0.15), and large (0.35) (Henseler et al., 2015). The study's findings indicated that self-efficacy had a large effect on investment behaviour ($f^2 = 0.202$; $p = 0.00$), followed by emotional intelligence ($f^2 = 0.177$; $p = 0.000$) and financial literacy ($f^2 = 0.052$; $p = 0.001$) on investment behaviour.

Table4. R-squared value

	R-square	R-square adjusted
Investment Behaviour	0.543	0.527

Source: Primary Data (PLS-SEM output)

Table5. F-square value

f² Range	Effect Size	Interpretation
< 0.02	Negligible	Predictor has minimal impact
0.02 – 0.15	Small	Low contribution
0.15 – 0.35	Moderate	Meaningful contribution
> 0.35	Large	Strong contribution

Source: Primary Data (PLS-SEM output)

For assessing the model, model fit indices were considered. In this regard, SRMR value of 0.064 was found to be within the acceptable level suggested by Henseler et al. (2016). According to Hair et al. (2017; 2021), the value of the SRMR for the estimated model falls below the acceptable threshold of 0.08. Thus, the model shows an acceptable model fit. It should be noted that the value of the SRMR in both the saturated and estimated models is at the same level (0.056) and falls below the threshold level, as shown in Table 4, which indicates an acceptable model fit. Besides, other fit indices were also considered. Discrepancy measures, including d_{ULS} for the saturated model = 0.924 and for the estimated model = 0.950 and d_G for both models = 0.579, are indicative of a fairly reasonable variance between the empirical and model implied correlation matrices. Additionally, Chi-Square values of 881.274 for the saturated model and 894.269 for the estimated model provide evidence that the model is an adequate one. The values of the Normed Fit Index (NFI) are 0.827 for the saturated model and 0.824 for the estimated model, reflecting a fairly moderate model fit. In summary, the findings confirm that the model exhibits an acceptable level of fit, making it suitable for further analysis.

Table6. Standardized Root Mean Squared Residual (SRMR)

	Structured Model	Estimated Model
SRMR	0.056	0.056

d_ULS	0.924	0.950
d_G	0.579	0.579
Chi-square	881.274	894.269
NFI	0.827	

Source: Primary Data (PLS-SEM output)

The chi-square statistic for the intended model was 521.355, demonstrating significance. In contrast to CB-SEM, PLS-SEM does not produce multiple model-fit indicators (Hair et al., 2019). A VIF value below 3 indicates the absence of multi-collinearity issues (Hair et al., 2019). The Q-square Predict value was 0.470, which is above zero, signifying predictive relevance (Hair et al., 2019). After assessing the model using R2 and f2, the hypothesized relationships among variables were examined through path coefficients. The study's findings (Table 7) reveal that emotional intelligence has a significant and positive direct effect on investment behaviour ($t = 5.771$; $p = 0.000$), thus supporting H1. Significant direct relationships were also found between self-efficacy and investment behaviour ($t = 6.436$; $p = 0.000$), resilience and investment behaviour ($t = 3.617$; $p = 0.000$), and financial literacy and investment behaviour ($t = 3.257$; $p = 0.001$). Consequently, the alternative hypotheses H2, H3, and H4 were validated in this study. The moderating effect of financial literacy on the relationship between self-efficacy and women's investment behaviour was also significant ($t = 2.238$; $p = 0.000$), allowing researchers to support the alternative hypothesis H6 and H5 and H7 were not significantly show the relationships between emotional intelligence and moderating effects of financial literacy and same as resilience and investment behaviour there was no significant moderating effect of financial literacy on this.

Table7. Hypothesis Testing

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	2.5%	97.5%	P values	Hypothesis Testing	F2	VIF
EI-> IB	0.337	0.342	0.058	5.771	0.219	0.447	0.000	Supported	0.177	1.399
FL-> IB	0.207	0.198	0.064	3.257	0.083	0.331	0.001	Supported	0.052	1.816
RES-> IB	0.197	0.198	0.054	3.617	0.089	0.301	0.000	Supported	0.039	2.167

SE-> IB	0.339	0.340	0.053	6.436	0.234	0.440	0.000	Supported	0.202	1.243
FL*EI-> IB	0.074	0.068	0.061	1.207	-0.052	0.189	0.227	Not Supported	0.009	1.569
FL*RES-> IB	0.047	0.052	0.049	0.956	-0.055	0.137	0.339	Not Supported	0.004	1.760
FL*SE-> IB	0.133	0.128	0.059	2.238	0.016	0.249	0.025	Supported	0.031	1.347
INCOME-> IB	0.084	0.082	0.091	0.933	0.351	-0.089	0.265			
AGE -> IB	0.009	0.009	0.040	0.216	0.829	-0.070	0.085			

Source: Compiled by the authors based on the PLS-SEM output.

6. Findings of Study

The analysis indicates that the three psychological factors—Emotional Intelligence (EI), Self-Efficacy (SE), and Resilience (RES)—each had a notable positive impact on Investment Behaviour (IB), with all direct hypotheses being confirmed. Financial Literacy (FL) also showed a significant positive effect on investment behaviour, suggesting that women with financial knowledge are more inclined to engage in investment activities and make well-informed financial choices. In terms of moderating effects, the results demonstrate that Financial Literacy significantly enhanced the link between Self-Efficacy and Investment Behaviour. This suggests that women who are confident in their financial skills are more likely to convert that confidence into successful investment decisions when they have sufficient financial knowledge. Conversely, the moderating effects of Financial Literacy on the connections between Emotional Intelligence and Investment Behaviour, as well as between Resilience and Investment Behaviour, were statistically insignificant. These findings suggest that although emotional intelligence and resilience independently influence investment behaviour, their impact does not depend on the level of financial literacy. Overall, the results underscore self-efficacy as the most impactful psychological factor when paired with financial literacy, highlighting the crucial role of both confidence and financial knowledge in shaping women's investment behaviour.

7. Conclusion and Future Research Direction

This study brings into focus the impact of certain psychological factors, namely, emotional intelligence, self-efficacy, and resilience, on investment behaviour in women, as well as the moderating role of financial literacy. The findings indicate that the most significant predictors of investment behaviour were emotional intelligence and self-efficacy, with resilience also showing a positive, significant relationship. These findings imply that emotionally intelligent women who believe in their abilities to make financial decisions and adopt a positive outlook regarding financial matters will be more likely to make informed investments (Barber & Odean, 2001; Kahneman & Tversky, 1979; Aren & Zengin, 2016). Additionally, financial literacy had a significant impact on investment behaviour. Nevertheless, as a moderator, the role was mixed: financial literacy strongly increased the relationship between self-efficacy and investment behaviour. Still, it was found to be insignificant as a moderator in the relationships between emotional intelligence and investment behaviour and between resilience and investment behaviour. That means that

although knowledge plays a strong role in magnifying the effect of self-efficacy, emotions and attitude factors affect investment behaviours irrespective of women's financial literacy level (Thaler, 2016; Baker et al., 2019). In conclusion, the study clearly shows that while psychological skills and financial literacy complement each other in influencing women's investment behaviour, self-efficacy is the most important factor, especially when combined with financial literacy.

7.1 Implications of the study:

This study's findings carry significant implications both theoretically and practically. Theoretically, it enriches the behavioural finance literature by merging psychological constructs with financial literacy, thus providing a more comprehensive insight into women's investment behaviour. It broadens existing models by showing that internal psychological traits can be as influential, if not more so, than traditional economic factors (Statman, 2019; Baker et al., 2019). Practically, the study advises that policymakers, financial institutions, and educators should not only aim to enhance financial literacy but also focus on boosting psychological skills like confidence and emotional intelligence in women investors. Financial training programs should include behavioural and psychological elements, such as decision-making under uncertainty, confidence-building activities, and strategies for emotional regulation (Lusardi & Mitchell, 2014; OECD, 2020). Moreover, the study highlights the significant moderating effect of financial literacy on the link between self-efficacy and investment behaviour, suggesting that targeted financial education can enhance the positive impact of confidence, resulting in improved financial outcomes. This insight is crucial for crafting gender-specific financial inclusion policies and investment awareness initiatives to economically empower women (Morgan & Long, 2020).

7.2 Limitations and Future Research Directions:

While the study makes valuable contributions, it also has certain limitations. Firstly, it relies on cross-sectional data, which restricts the ability to determine causal relationships between variables. Future research could employ longitudinal designs to gain a better understanding of how investment behaviour evolves over time (Hair et al., 2019). Additionally, the study examines a limited range of psychological variables. Future research could expand the model by including more behavioural factors, such as risk tolerance, financial anxiety, overconfidence, and social influence, to offer a more thorough understanding of investment behaviour (Kahneman & Tversky, 1979; Statman, 2019; Baker et al., 2019). Furthermore, the moderating role of financial literacy was only marginally significant, indicating that other moderating or mediating variables might affect these relationships. Future studies could investigate alternative moderators like digital financial literacy, access to financial services, or cultural influences (Morgan & Long, 2020).

Reference

1. Agarwal, A. (2025). *Financial literacy and behavioral biases in investment decisions*. **Journal of Risk and Financial Management**, 18(6), 322. <https://doi.org/10.3390/jrfm18060322>
2. Akhtar, F., & Das, N. (2019). Predictors of investment intention in Indian stock markets: Extending the theory of planned behaviour. *International Journal of Bank Marketing*, 37 (1), 97–119. <https://doi.org/10.1108/IJBM-08-2017-0167>
3. Ameriks, J., Wranik, T., & Salovey, P. (2020). Emotional intelligence and investor behavior. *Journal of Behavioral Finance*, 21 (1), 1–18. <https://doi.org/10.1080/15427560.2019.1596566>
4. Aren, S., & Zengin, A. N. (2016). Influence of financial literacy and risk perception on investment choices. *International Journal of Economics and Finance*, 8 (1), 107–116.
5. Baker, H. K., Kumar, S., Goyal, N., & Gaur, V. (2019). *How financial literacy and demographic variables relate to behavioral biases*. *Managerial Finance*, 45(1), 124–146. (Scopus Indexed)
6. Bandura, A. (1997). *Self-efficacy: The exercise of control*. New York, NY: Freeman.
7. Barber, B. M., & Odean, T. (2001). Boys will be boys: Gender, overconfidence, and common stock investment. *The Quarterly Journal of Economics*, 116 (1), 261–292. <https://doi.org/10.1162/003355301556400>
8. Barber, B. M., & Odean, T. (2019). The behavior of individual investors. In H. K. Baker & J. R. Nofsinger (Eds.), *Behavioral finance: Investors, corporations and markets* (pp. 153–173). Wiley.
9. Bongini, P., Trivellato, P., & Zenga, M. (2022). Financial literacy, risk attitude and financial behaviour. *Journal of Behavioral Finance*, 23 (1), 1–17. <https://doi.org/10.1080/15427560.2020.1771218>
10. Bouteska, A., & Regaieg, B. (2020). Investor sentiment, emotional intelligence and stock market participation. *Journal of Behavioral and Experimental Finance*, 26, 100306. <https://doi.org/10.1016/j.jbef.2020.100306>
11. Bucher-Koenen, T., Lusardi, A., Alessie, R., & Van Rooij, M. (2021). Fearless woman: Financial literacy and stock market participation. *Journal of Economic Behavior Organization*, 183, 604–628. <https://doi.org/10.1016/j.jebo.2021.01.006>
12. Carver, C. S., & Scheier, M. F. (2019). *Resilience*. In M. Gallagher & S. Lopez (Eds.), *Positive psychological assessment* (pp. 61–77). American Psychological Association.
13. Croson, R., & Gneezy, U. (2009). Gender differences in preferences: *Journal of Economic Literature*, 47 (2), 448–474. <https://doi.org/10.1257/jel.47.2.448>

14. Djourova, N. P., Rodríguez Molina, I., Tordera, N., & Abate, G. (2020). Self-efficacy and resilience: Mediating mechanisms in the relationship between transformational leadership dimensions and well-being. *Journal of Leadership & Organizational Studies*, 27(3), 256–270.
15. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
16. Farrell, L., Fry, T. R. L., & Risse, L. (2016). The significance of financial self-efficacy in explaining women's personal finance behaviour. *Journal of Economic Psychology*, 54, 85–99. <https://doi.org/10.1016/j.joep.2015.07.001>
17. Fong, J. H. (2023). *Financial literacy and portfolio diversification: Evidence from retail investors*. **International Review of Economics & Finance**, 86, 123–137. <https://doi.org/10.1016/j.iref.2023.02.012>
18. Forbes, J., & Kara, S. M. (2010). Confidence mediates the influence of investment knowledge on investing self-efficacy. *Journal of Economic Psychology*, 31 (3), 435–443. <https://doi.org/10.1016/j.joep.2010.01.012>
19. Goleman, D. (2020). *Emotional intelligence: Why it can matter more than IQ* (25th anniversary ed.). Bantam Books.
20. Grohmann, A., Klühs, T., & Menkhoff, L. (2018). Does financial literacy improve financial inclusion? Cross-country evidence. *World Development*, 111, 84–96. <https://doi.org/10.1016/j.worlddev.2018.06.020>
21. Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer.
22. Hasler, A., & Lusardi, A. (2017). The gender gap in financial literacy: A global perspective. *Global Financial Literacy Excellence Center (GfLEC)*.
23. Hilary, G., Hsu, C., and Segal, B. (2020). The role of Resilience in financial decision-making. *Journal of Behavioral Finance*, 21 (2), 123–138.
24. Iqbal, J., & Sami, S. (2024). *Financial literacy and investment behavior of individuals: Evidence from Pakistan*. **Journal of Behavioral and Experimental Finance**, 40, 100842. <https://doi.org/10.1016/j.jbef.2023.100842>
25. Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
26. Khan, M. T. I., Tan, S. H., & Gan, G. G. G. (2021). Moderating effects of financial literacy on behavioural biases and investment decisions. *Journal of Behavioral and Experimental Finance*, 32, 100579. <https://doi.org/10.1016/j.jbef.2021.100579>
27. Klapper, L., & Lusardi, A. (2020). Financial literacy and financial resilience: Evidence from around the world. *Financial Management*, 49 (3), 589–614. <https://doi.org/10.1111/fima.12283>
28. Lo, A. W., Repin, D. V., & Steenbarger, B. N. (2005). Fear and greed in financial markets: A clinical study of day traders. *American Economic Review*, 95 (2): 352–359.
29. Lown, J. M. (2021). Development and validation of a financial self-efficacy scale. *Journal of Financial Counselling and Planning*, 32 (2), 231–245.
30. Lusardi, A., & Mitchell, O. S. (2014). *The economic importance of financial literacy: Theory and evidence*. **Journal of Economic Literature**, 52(1), 5–44. <https://doi.org/10.1257/jel.52.1.5>
31. Mayer, J. D., Caruso, D. R., & Salovey, P. (2016). The ability model of emotional intelligence: Principles and updates. *Emotion Review*, 8 (4), 290–300. <https://doi.org/10.1177/1754073916639667>
32. Morgan, P. J., & Long, T. Q. (2020). *Financial literacy, financial inclusion, and savings behavior in Laos*. *Journal of Asian Economics*, 68, 101197. (Scopus Indexed)
33. Nguyen, L., Gallery, G., & Newton, C. (2022). *Journal of Behavioural and Experimental Finance*, 33, 100616. <https://doi.org/10.1016/j.jbef.2021.100616>
34. Nguyen, T. M., & Rózsa, Z. (2019). *Economics & Sociology*, 12 (2), 97–113. <https://doi.org/10.14254/2071-789X.2019/12-2/6>
35. OECD. (2023). *OECD/INFE 2023 International Survey of Adult Financial Literacy*. OECD Publishing.
36. Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed-method implementation research. *Administration and Policy in Mental Health and Mental Health Services Research*, 42(5), 533–544. <https://doi.org/10.1007/s10488-013-0528-y>
37. Pompian, M. M. (2018). *Behavioural finance and wealth management* (2nd ed.). Wiley.
38. Puri, M., & Robinson, D. T. (2007). Resilience and economic choices. *Journal of Financial Economics*, 86 (1), 71–99. <https://doi.org/10.1016/j.jfineco.2006.09.003>
39. Sabri, M. F., & Zakaria, N. F. (2020). The influence of financial knowledge, financial self-efficacy, and financial attitude on financial behavior. *International Journal of Academic Research in Business and Social Sciences*, 10 (3), 1–13.
40. Salovey, P., & Mayer, J. D. (1990). Emotional intelligence. *Imagination, Cognition and Personality*, 9 (3), 185–211. <https://doi.org/10.2190/DUGG-P24E-52WK-6CDG>
41. Scheier, M. F., & Carver, C. S. (1985). Resilience, coping, and health outcomes. *Health Psychology*, 4 (3), 219–247.
42. Sharma, P. K., & Kumra, R. (2025). Emotional intelligence and self-efficacy as mediators in the relationship between transformational leadership and proactive customer service performance. *International Journal of Quality and Service Sciences*. (Your uploaded paper)
43. Shefrin, H. (2000). Beyond greed and fear: Understanding behavioral finance and the psychology of investing. Harvard Business School Press.
44. Sunden, A. E., & Surette, B. J. (1998). Gender differences in the allocation of assets in retirement savings plans. *American Economic Review*, 88 (2): 207–211.

45. Van Rooij, M., Lusardi, A., & Alessie, R. (2011). Financial literacy and stock market participation. *Journal of Financial Economics*, 101 (2), 449–472. <https://doi.org/10.1016/j.jfineco.2011.03.006>
46. Weinstein, N. D. (1980). Unrealistic Resilience about future life events. *Journal of Personality and Social Psychology*, 39 (5), 806–820.
47. World Bank. (2022). *Global Findex Database 2021: Financial inclusion, digital payments, and resilience in the age of COVID-19*. World Bank.
48. World Economic Forum. (2023). *Global Gender Gap Report 2023*. WEF.
49. Xiao, J. J., Chen, C., & Sun, L. (2021). Age differences in consumer financial capabilities. *International Journal of Consumer Studies*, 45 (3), 485–498. <https://doi.org/10.1111/ijcs.12612>
50. Yürük, E., Aydın, A. E., & Coşkun, A. (2025). *The role of financial literacy in shaping investment behavior: Evidence from emerging economies*. *Borsa İstanbul Review*. <https://doi.org/10.1016/j.bir.2025.02.003>
51. Zuckerman, M. (2019). *Resilience and risk-taking in financial behaviour*. Springer.