

Analysing the Artificial Intelligence and its Impact on the Behavioral Finance

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Abstract

Analyzing the Artificial intelligence and impacts on the behavioral finance is the use of technology like machine learning (ML) that mimics human intelligence and decision-making to enhance how financial institutions analyze, manage, invest, and protect money. Behavioral finance is the study of the influence of psychology on the behavior of investors or financial analysts. it also includes the subsequent effects on the behavioral finance. In this study it focuses on the fact of investors are not always rational, have limits to their self-control, and are influenced by their own biases, This paper consists the following objective focus on To find the impact of application of artificial intelligence on Behavioral Finance, to Measure future impact of interaction between artificial intelligence and behavioral finance. to find out the impact of artificial intelligence in finance. This research paper is to understand and explore the linkage and application of artificial intelligence in behavioral finance. This paper it consists of descriptive research was done and convenience sampling method were used and sample respondent 120.the researcher was used for both data. The primary data collected through structured questionnaire, secondary data is collected from various websites, journals, e-books etc. the data were analyzed by the help of SPSS tools like correlation and regression. The study found the impact of artificial intelligence in behavioral finance.

Keywords: Artificial intelligence, Behavioral finance, Decision making, Investors, Impact.

Introduction

Behavioral finance is a fascinating field that combines principles of psychology with economics to understand how mortal geste influences fiscal opinions. This comprehensive companion explores the fundamentals of behavioral finance, its crucial generalities, impulses, and operations within the realm of economics.

Behavioral finance a branch of behavioral economics, presuppositions that investors and fiscal professionals' fiscal conditioning are told by cerebral factors and impulses. likewise, impulses and goods can regard for a variety of request anomalies, particularly those related to the stock request, like sharp increases or diminishments in stock prices. Because investing involves behavioral finance to such an extent, the Securities and Exchange Commission employs labor force with a specialization in

behavioral finance. It's a field of study that combines principles of psychology with traditional economics to understand how mortal feelings and cognitive impulses impact fiscal decision- timber.

In discrepancy to traditional finance, which assumes that individualities make rational opinions grounded on all available information, behavioral finance recognizes that people frequently make opinions grounded on cerebral factors, leading to predictable patterns of geste. The crucial premise of behavioral finance is that individualities are n't always rational actors when it comes to fiscal choices. rather, they may be told by impulses, feelings, and social factors that impact their comprehensions of threat, price, and value. Behavioral finance seeks to identify and explain these diversions from rationality and apply this perceptivity to ameliorate fiscal decision- timber.

Definition of Behavioral Finance

Behavioral finance can be defined as the study of how psychological factors influence financial decision-making. Unlike classical finance, which assumes that individuals act rationally and optimize their decisions based on objective information, behavioral finance recognizes the role of emotions, biases, and heuristics in shaping financial behavior. It seeks to explain why individuals deviate from rationality and how these

Impact Investor Behavior and Market Outcomes

Understanding how biases impact investor behavior and market outcomes is crucial in behavioral finance. Biases are cognitive shortcuts or patterns of irrational decision-making that influence how investors perceive, evaluate, and act on financial information. These biases can significantly impact investment decisions and market dynamics in several ways:

Mispricing of Assets

Biases can lead to the mispricing of assets in financial markets. For example, overconfidence bias may cause investors to overvalue certain stocks, leading to inflated prices that do not reflect their true fundamentals. Similarly, herding behavior can result in asset bubbles or market panics that drive prices away from their intrinsic value.

Increased Market Volatility

Behavioral biases can amplify market volatility by causing investors to react disproportionately to market events or news. For instance, Fear of Missing Out (FOMO) can drive sudden price spikes as

investors rush to buy a popular asset, while panic selling during downturns can exacerbate market declines.

Suboptimal Investment Decisions

Biases can lead to suboptimal investment decisions that deviate from rational financial principles. Loss aversion, for example, may cause investors to hold onto losing positions longer than warranted, resulting in missed opportunities to rebalance or reallocate capital more efficiently.

Herd Behavior

Herd behavior, driven by biases such as social proof or fear of deviating from the crowd, can create momentum in asset prices that is detached from underlying fundamentals. This can lead to market bubbles or crashes as investors follow trends rather than conducting independent analysis.

Underestimation of Risks

Biases like optimism bias or anchoring can cause investors to underestimate risks associated with certain investments. This can lead to inadequate diversification or failure to consider potential downside scenarios, exposing portfolios to undue risk.

Market Inefficiencies

Behavioral biases contribute to market inefficiencies by distorting asset prices and hindering the efficient allocation of capital. These inefficiencies create opportunities for astute investors to capitalize on mispriced assets or exploit market anomalies.

Objectives of the Study

- To find the impact of application of artificial intelligence on behavioral finance,
- To measure future impact of interaction between artificial intelligence and behavioral finance.
- To find out the impact of artificial intelligence in finance.

Research Methodology

- This study focus on descriptive research. And simple random sampling method is used.
- pie chart , and correlation is used for analysis

- The secondary source of data used for this project completion includes journals, periodicals and websites, text book and literature review.

Need for the Study

The need for studying behavioral finance arises from the observation that traditional financial models, which assume that individuals are rational actors and markets are efficient, often fail to explain real-world phenomena.

Behavioral finance provides a more nuanced and realistic view by incorporating human biases, emotions, and social factors into financial decision-making.

Review of Literature

Kadariya (2012) investigated factors impact on the investor decision. These factors include capital structure, political and media coverage, luck and financial education and trend analyses in the Nepalese capital market. He concluded that majority of the investors are youngsters and they take decision considering the media coverage and friends recommendations as good source of information. Dividend, earning, equity contribution and government control are considered the most important factors while taking the decision. Investors when bears the loss blame to the market and when earns profit take whole credit to their own abilities.

(Mangee, 2017) This article provides econometric evidence on the importance of psychological considerations for aggregate stock price fluctuations. To this end, a novel measure of stock market sentiment, dubbed the Net Psychology Index (NPI), based on information contained in Bloomberg News's end-of-the-day stock market reports, is confronted with a battery of multivariate empirical analyses.

(Kevin Brady, 2018) Most large stock price shocks are not accompanied by publicly available information. Then, what other information do investors use to set prices? The authors find that investors rely on reference points and their private information signals

Theoretical Framework

To find the impact of application of artificial intelligence on behavioral finance,

Applications of Behavioral Finance

Behavioral finance has practical applications in various domains, including investment management, personal finance, corporate finance, and public policy. By understanding how cognitive biases influence decision-making, practitioners can develop strategies to improve financial outcomes and mitigate risks. Here are some key applications of behavioral finance:

Investment Management

Behavioral finance enhances traditional investment strategies by incorporating insights into human behavior. Investment managers can use behavioral principles to optimize portfolio construction, manage risk, and exploit market inefficiencies caused by irrational behavior. Techniques like sentiment analysis, trend following, and contrarian investing are informed by behavioral finance concepts.

Personal Finance

Individuals can apply behavioral finance principles to improve their financial decision-making. By recognizing common biases like loss aversion, overconfidence, and herding, individuals can avoid impulsive spending, develop disciplined saving habits, and make informed investment choices aligned with long-term goals. Tools like goal-based investing, automatic savings plans, and budgeting apps integrate behavioral insights to promote financial wellness.

Corporate Finance

Behavioral finance is relevant in corporate finance for understanding managerial decisions, capital budgeting, and corporate governance. Managers can leverage behavioral insights to optimize capital allocation, design incentive structures, and manage organizational behavior. Behavioral factors influence corporate finance activities such as mergers and acquisitions, corporate restructuring, and investor relations.

Market Regulation

Regulators and policymakers use behavioral finance to design effective regulations and improve market stability. By addressing market anomalies and investor biases, regulators can promote market integrity, transparency, and investor protection. Behavioral interventions like nudges, disclosures, and investor education initiatives aim to enhance market efficiency and reduce systemic risks.

Risk Management

Behavioral finance contributes to risk management practices by identifying behavioral biases that lead to excessive risk-taking or risk aversion. Risk managers integrate behavioral insights into stress testing, scenario analysis, and decision-making frameworks to anticipate market disruptions and mitigate systemic risks. Understanding how biases affect risk perception helps organizations develop robust risk management strategies.

Financial Education and Counseling

Behavioral finance informs financial education programs and counseling services to empower individuals with the knowledge and skills needed for prudent financial decision-making. Educators and financial advisors use behavioral techniques to promote financial literacy, improve savings behavior, and address behavioral barriers to achieving financial goals. Behavioral coaching helps individuals overcome emotional biases and adopt disciplined financial behaviors.

Behavioral Economics Research

Behavioral finance contributes to ongoing research in behavioral economics, exploring the intersection of psychology and economics. Researchers study human behavior in financial markets, consumer behavior, and economic policy-making to uncover underlying motivations and decision-making processes. Insights from behavioral economics inform academic studies, policy recommendations, and practical applications in various fields.

Biases in Behavioral Finance

Behavioral finance examines how cognitive biases influence financial decision-making. These biases are systematic patterns of deviation from rationality and can lead individuals to make suboptimal choices. Understanding these biases is crucial for investors, financial professionals, and policymakers. Here are some common biases in behavioral finance:

Loss Aversion

Loss aversion refers to the tendency of individuals to strongly prefer avoiding losses over acquiring equivalent gains. This bias can lead to risk-averse behavior, where investors are unwilling to take necessary risks to achieve optimal returns.

Overconfidence

Overconfidence bias occurs when individuals believe their judgments and abilities are better than they actually are. This can lead to excessive trading, unwarranted risk-taking, and poor investment decisions based on unrealistic beliefs.

Anchoring

Anchoring bias occurs when individuals rely too heavily on the first piece of information encountered (the “anchor”) when making decisions. This can lead to decisions that are not adequately adjusted based on new information or changing circumstances.

Herding

Herding bias refers to the tendency of individuals to follow the behavior of the crowd rather than make independent judgments. This can lead to market bubbles and crashes as investors irrationally follow the herd without considering fundamentals.

Confirmation Bias

Confirmation bias is the tendency to seek out information that confirms pre-existing beliefs while ignoring contradictory evidence. This bias can lead to selective exposure to information and overconfidence in one’s views.

Availability Heuristic

The availability heuristic occurs when individuals make decisions based on information readily available in their memory. This can lead to overestimating the likelihood of rare events or making decisions based on recent, vivid, or emotionally charged information.

Disposition Effect

The disposition effect is the tendency of investors to hold onto losing investments too long and sell winning investments too soon. This behavior is driven by the desire to avoid realizing losses and seek confirmation of being a good decision-maker.

Framing Effect

The framing effect occurs when the way information is presented (or framed) influences decision-making. Individuals may react differently to the same information depending on whether it is presented as a potential gain or loss.

Regret Aversion

Regret aversion is the fear of making decisions that will later be seen as wrong. This bias can lead individuals to avoid taking action or making necessary changes out of fear of regret.

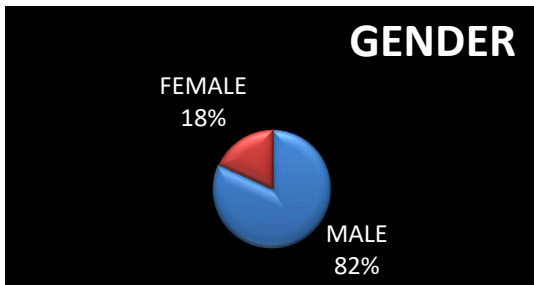
Recency Bias

Recency bias is the tendency to overweight recent events or experiences when making decisions. This can lead to short-term thinking and overlooking long-term trends or fundamentals. Recognizing these biases is essential for mitigating their impact on financial decisions. By adopting awareness and employing strategies to counteract biases, individuals can make more informed and rational choices in managing their finances and investments. Behavioral finance offers valuable insights into human behavior and its implications for financial markets, highlighting the importance of integrating psychology into economic and investment models.

Data Analysis and Interpretation

- **To Measure future impact of interaction between artificial intelligence and behavioral finance.**

TABLE 1

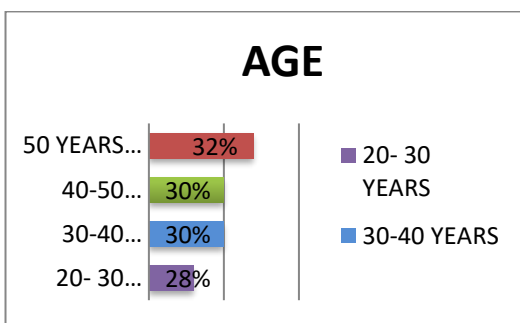


INCOME	RESPONSE
BELOW 20	30.00%
20000 TO 30000	14%
30000TO 40000	9.10%
40000 TO 50000	32.50%
ABOVE 50000	13.00%

Interpretation

To measure the impact of behavioral finance in gender bases male responses is 82% female response 18%.

TABLE 2

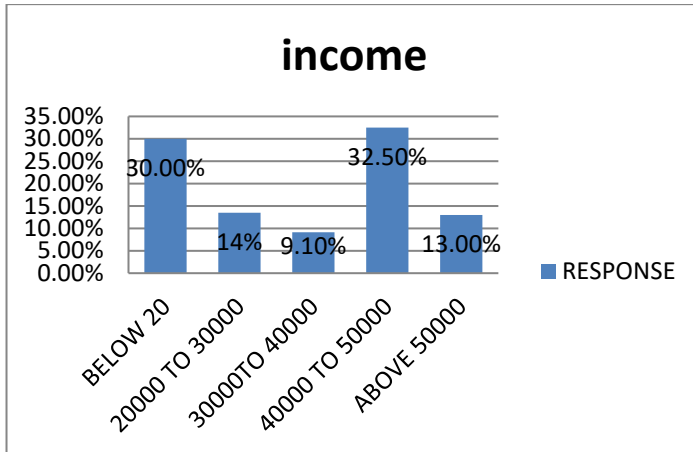


GENDER	RESPONSE
MALE	81.80%
FEMALE	18.20%

Interpretation

In the study 20-3 year, response 28%, 30-40 years response 30%, 40-50 years of response is 30%. And above 50 years 32% response.

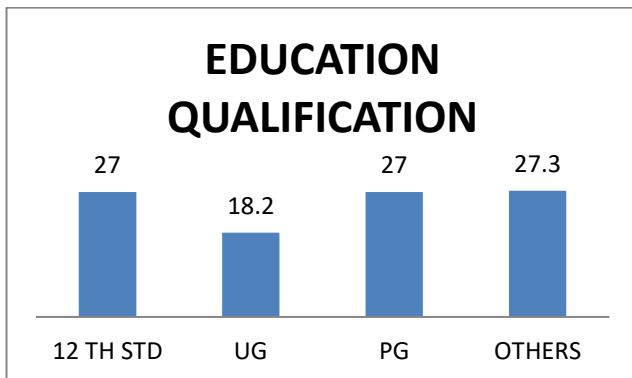
**TABLE 3
INCOME**



AGE	RESPONSE
20- 30 YEARS	28%
30-40 YEARS	30%
40-50 YEARS	30%
50 YEARS ABOVE	32%

In this table behavioral finance income response below 20000 is 30% of response, 20000 to 30000 is 14% response, 30000 to 40000 is 9% of response, 40000 to 50000 is 32.5% response, above 50000 is 13% response.

TABLE 4



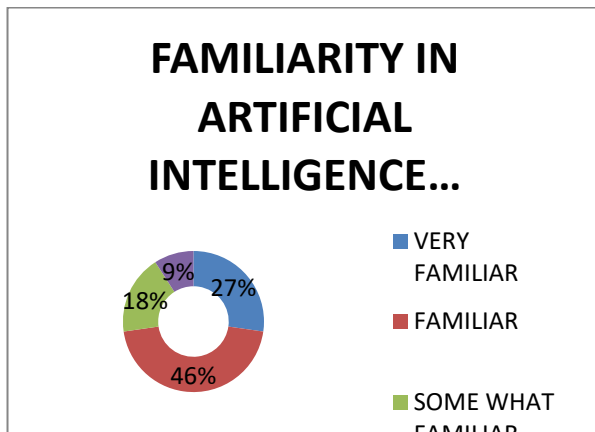
EDUCATION QUALIFICATION	RESPONSE
12 TH STD	27
UG	18.2
PG	27
OTHERS	27.3

Interpretation

In this table education qualification of response 12 th std 27% , UG 18% response , PG 27%, others 27%.

How Would You Describe Your Familiarity with Artificial Intelligence?

TABLE 5



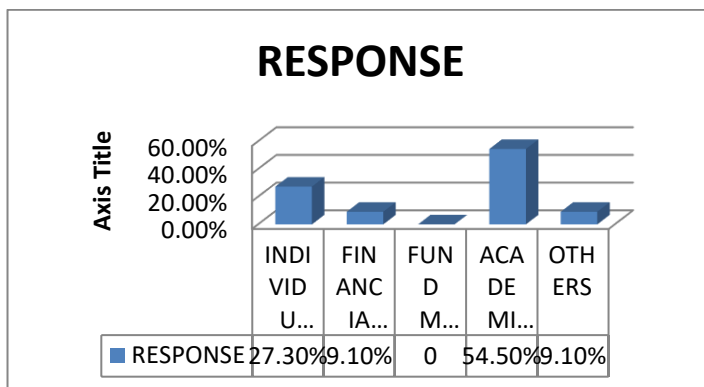
FAMILIARITY WITH AI	RESPONSE
VERY FAMILIAR	27.30%
FAMILIAR	45.50%
SOME WHAT FAMILIAR	18.20%
NOT FAMILIAR	9.10%

Interpretation

In the above table discuss the familiarity of artificial intelligence response very familiar 27.3%, familiar 45%, somewhat familiar 18.2%, not familiar 9.1%

TABLE 6

PROFESSIONAL BACKGROUND



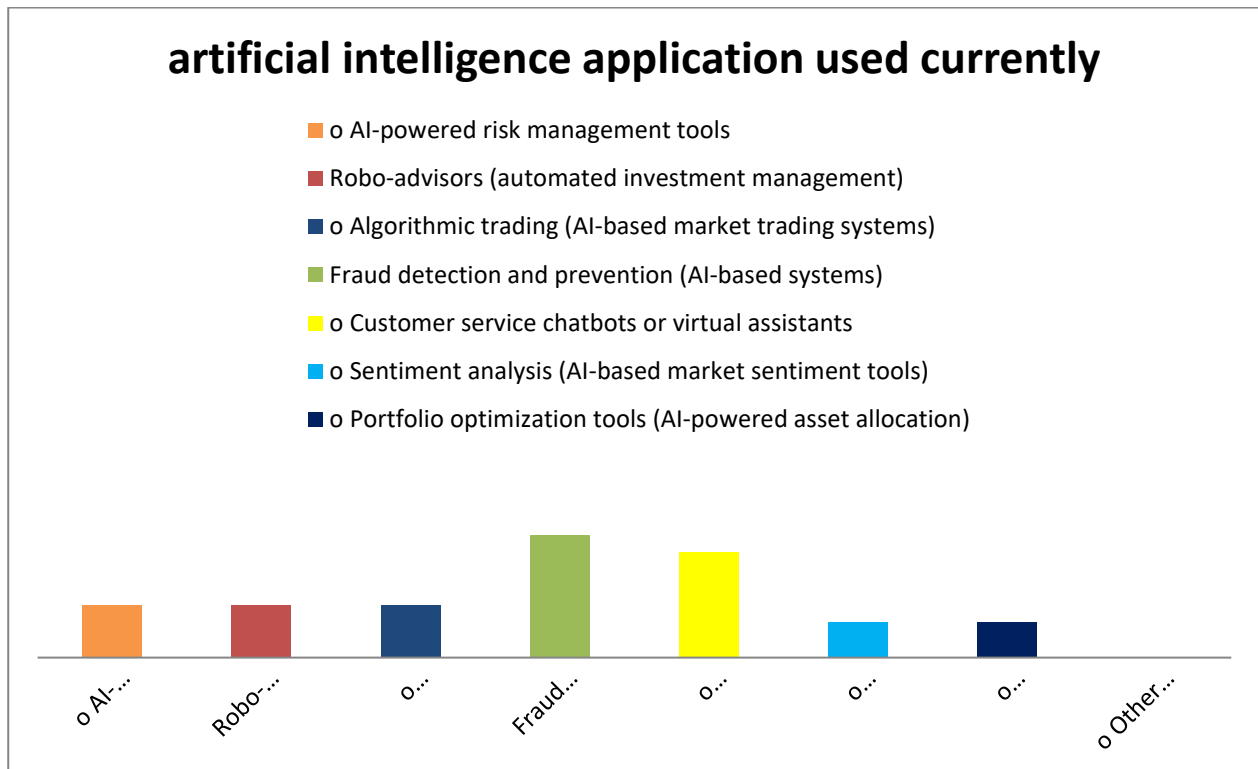
PROFESSIONAL BACKGROUND	RESPONSE
INDIVIDUAL INVESTOR	27.30%
FINANCIAL ADVISOR	9.10%
FUND MANAGER	0
ACADEMIC/RESEARCHER	54.50%
OTHERS	9.10%

Interpretation

in this table analysis professional background of response individual investor 27.3%, financial advisor 9%, fund manager 0%, academic and researcher 54.5%, others 9%.

TABLE 7

Which of the following AI applications are you familiar with or currently using in finance?



Interpretation

in this table analysis artificial intelligence application currently used response most of the response used in ai application used. most of the response used for artificial application is fraud detection and prevention, customer service chat boat virtual assistance,algorithmic trading and so on.

TABLE 8

Do you believe that AI has the potential to mitigate or exacerbate any of the following biases in investors?

Correlations

		loss	behavior	bias	cfbias
loss	Pearson Correlation	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1

		loss	behavior	bias	cfbias
behavior	Pearson Correlation	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1
bias	Pearson Correlation	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1
cfbias	Pearson Correlation	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1

a. Cannot be computed because at least one of the variables is constant.

Interpretation

That artificial intelligence application has the potential to mitigate or exacerbate. there is strong relationship in artificial intelligence using believe. there is no significant relationship between the variables.

TABLE 9

Impact of AI on Investor Decision-Making

Correlations

		SA	A	N	DA	SD
SA	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1	1
A	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1	1
N	Pearson Correlation	. ^a	. ^a	. ^a	. ^a	. ^a
	Sig. (2-tailed)
	N	1	1	1	1	1

DA	Pearson	. ^a	. ^a	. ^a	. ^a	. ^a
	Correlation					
	Sig. (2-tailed)
	N	1	1	1	1	1
SD	Pearson	. ^a	. ^a	. ^a	. ^a	. ^a
	Correlation					
	Sig. (2-tailed)
	N	1	1	1	1	1

a. Cannot be computed because at least one of the variables is constant.

Interpretation

Impact of AI on Investor Decision-Making there is significant relationship between the variable significant value is 1

Limitation of the Study

This study cover only Chennai city

The duration of the research is to short.

The study only covers behavioral response in using artificial intelligence.

Findings and Conclusion

To measure the impact of behavioral finance in gender bases male responses is 82% female response 18%.

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In this table behavioral finance income response below 20000 is 30% of response, 20000 to 30000 is 14% response, 30000 to 40000 is 9% of response, 40000 to 50000 is 32.5% response, above 50000 is 13% response.

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That artificial intelligence application has the potential to mitigate or exacerbate. there is strong relationship in artificial intelligence using believe. there is no significant relationship between the variables

Impact of AI on Investor Decision-Making there is significant relationship between the variable significant value is 1

Conclusion

To conclude the paper, the study of behavioral finance has emerged as a very critical area of research in the world of finance and investments. By incorporating inputs from different social sentiments and psychology, behavioral finance provides an accurate and realistic understanding of investor behavior and market outcomes than traditional finance. Behavioral finance theories, such as prospect theory and the efficient market assumption, have helped to explain some of the psychological biases and emotional responses that can lead to market inefficiencies and subprime decision-making. These biases include overconfidence, herding behavior, and loss aversion, among others. The application of behavioral finance has numerous practical uses for investors, financial professionals, and regulators. Investment strategies can be developed that take into consideration the psychological as well as emotional factors that influence investor behavior, and risk can be managed by helping individuals identify and mitigate cognitive biases and emotional responses. Financial planning can be improved by helping individuals make better financial decisions by providing insights into their own cognitive biases and emotional responses to market events. The education of investors can also be improved by providing information on the complexities of financial decision-making and the need of an hour in understanding their own emotions and biases.

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