

## The Impact of Demographic Factors on Investment Behavior of Employed People in Southern Province Sri Lanka

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### Abstract

**Introduction:** Demographic characteristics encompass a wide range of variables, such as age, gender, socioeconomic status, education, and marital status, among others. These factors significantly influence individuals' decisions on saving, investing, and financial planning. Understanding the impact of Sri Lanka's diverse and changing demographic structure is essential for comprehending how these factors affect investment patterns in the country.

**Methodology:** This study uses deductive approach and quantitative methods to analyze the data. The sample is selected through a different employment such as full time, part time, and freelancer in Southern Province. The researcher also involved in a non-probabilistic sampling technique based on the researcher's convenience. The sample size of 384 is calculated based on the Morgan table. A structured questionnaire used to gather data on identifying the demographic factors affecting the investment behavior. Demographic variables such as age, gender, job position, educational level, income level and work experience used to analyze the investment behavior of employed people.

**Findings:** Descriptive statistics, correlation analysis and regression analysis have been conducted to identify the impact of demographic factors on investment behavior. As the main finding of the study, it was examined that the job position, income level, education level and work experience are significantly impact on the investment behavior of employed people in the southern province in Sri Lanka.

**Conclusion:** It is crucial for individuals to acknowledge the importance of these demographic determinants and their possible influence on investment behaviour. Individuals must evaluate their financial objectives, willingness to take risks, and investing preferences considering their employment role, income, education, and professional history. Also, Sri Lanka has the capacity to cultivate a prosperous investment climate by recognizing and resolving the impact of demographic variables on investment patterns.

**Keywords:** Job Position, Income Level, Educational Level, Work Experience, Investment Behavior