

## **THE ROLE OF PERSONALITY TRAITS ON INTENTION TO ADOPT ONLINE TRADING IN STOCK MARKET**

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### **ABSTRACT**

In this fast paced life, investors desire to shift to easy and comfortable mode of investment. But this shift is governed various external and internal factors. This research paper investigates one of the behavioral factors i.e. Personality which influences the intention to adopt Online trading in stock market. Data was collected with the help of structured questionnaire which was further subjected to structured equation modeling in SPSS AMOS. Results show that Extraversion is positively associated with Intention to adopt Online Trading but Agreeableness is negatively associated with Intention to adopt online trading. Moreover, Neuroticism, Openness and Conscientiousness are not significant associated with Intention to adopt online trading

**KEYWORDS:** Behavioral Finance, Personality Traits, Intention, Online Trading