

**COMPARATIVE ANALYSIS OF INVESTMENT BEHAVIOR AND STRATEGIES
BETWEEN MALE AND FEMALE INVESTORS AT THE UNIVERSITAS
MUHAMMADIYAH MAKASSAR**



Nurul Auliyah Bakri¹

Universitas Muhammadiyah Makassar, Makassar, Indonesia
auliyahbakri29@gmail.com

Nasrullah²

Universitas Muhammadiyah Makassar, Makassar, Indonesia
nasrullah@unismuh.ac.id

Nurlina³

Universitas Muhammadiyah Makassar, Makassar, Indonesia
nurlina.ek@unismuh.ac.id

Abstract

This study aims to analyze the comparison of investment behavior and strategies between male and female investors at Universitas Muhammadiyah Makassar. This phenomenon is important to understand because gender differences can affect the way individuals make investment decisions, both in terms of risk tolerance, asset preferences, and portfolio management strategies. Using a qualitative approach, data were collected through in-depth interviews with students who are actively investing. The data was analyzed using thematic methods to identify patterns of investment behavior and strategies based on gender. The results show that male investors tend to take higher risks and use speculative strategies, while female investors are more cautious, with a focus on long-term investment and risk management. This research provides insights into the influence of gender in investment decision-making, which can be used to develop more inclusive financial education.

Keywords: Investment Behavior, Investment Strategies, Gender Differences

INTRODUCTION

Indonesia has witnessed a trend of increasing public participation in investment. Several factors contribute to this trend, including increased financial literacy, technological advances, and easier access to investment products. The 2024 public statistical data published by KSEI illustrates the increase in the number of investors. Data in 2021- 2022 shows an increase in the number of investors from 17,421,084 to 25,186,809 investors, then in 2023 it increased to 29,843,070 Investors, and in January 2024 it reached 30,262,817 Investors, 62.30% of which are Male and 37.70% are Female Investors with diverse educational backgrounds. Dominated by SMA / SMK graduates as much as 54.09%, the rest consists of 6.59% of D3 graduates, 26.7% of S1 graduates, 2.55% of S2 graduates, and 10.70% of other education levels (Indonesian Central Securities Depository, 2024).

This trend is also evident in the campus environment (Kulsum, 2024), including those at Universitas Muhammadiyah Makassar. Starting from the increasing awareness of the importance of investment among students and lecturers, and the uninterrupted financial literacy campaign carried out by the government and financial institutions, it has made people realize the importance of investment as a way to achieve long-term financial goals (Erniwati et al., 2020). Universitas Muhammadiyah Makassar is one of the many universities that have also begun to integrate financial literacy into the curriculum, through seminars and workshops (Azizi et al., 2024).

Then, supported by the increasingly easy access to various digital investment platforms with the development of financial technology (Fintech), which is now popular in the campus environment, due to its ease of use, which can be accessed through smartphone applications, and the capital spent is relatively small (Kusuma et al., 2020; Gunawan et al, 2022). Students, as part of a young generation who are very technologically literate, adopt new technologies more quickly, including in the fields of finance and investment. They tend to be open to the use of investment applications that suit their lifestyle (Ariska et al., 2023).

It is important to understand the characteristics of students and lecturers as investors in designing financial education programs that suit their needs (Fox et al., 2005; Hidayat et al, 2023). These programs need to provide more varied financial literacy models, provide information on investment risks and benefits, and offer realistic strategies given students'

financial limitations (Ganefi & Lesmana, 2024). Differences in investment behavior and strategies between men and women are a topic that has been widely researched and discussed in various countries. These studies show that gender factors play an important role in how individuals make investment decisions, manage risk, and choose investment strategies (Rahadjeng, 2011).

Male investors tend to be more willing to take risks after discussing with friends or following market trends, while female investors rely more on considerations of family financial stability in choosing investments (Astone et al., 1999). Bogan V (2013). in his research entitled "Gender and Investment: Insights into Behavioral Patterns and Financial Outcomes" also said Women tend to have a more cautious investment strategy, which leads to more stable results, while men tend to pursue opportunities with higher risks. However, in a study (Johnson & Powell, 1994) entitled "Decision Making, Risk and Gender: Are Managers Different?" found that when men and women have equal access to information and training, they tend to make similar investment decisions, which suggests that previously reported differences may be more related to external factors than the nature of gender itself.

Many empirical studies from various countries have confirmed the existence of these differences, although the level and nature of the differences may vary based on cultural, social, and economic contexts. Research related to "Comparative Analysis of Investment Behavior and Strategy between Male and Female Investors at Universitas Muhammadiyah Makassar" needs to be conducted because specific research examining these differences in the Indonesian context, especially in the academic environment, is still limited. so that it can provide important insights into differences in gender-based investment behavior and strategy in the academic context in Indonesia. This research is also relevant in supporting the development of more inclusive financial literacy programs, promoting gender equality in finance, and understanding the influence of digital technology on investment behavior. In addition, the results of this study have the potential to provide practical contributions for universities and fintech developers in designing more effective products and educational programs that suit the needs of each gender.

REVIEW OF LITERATURE

Signaling Theory

Signaling Theory explains how signals from companies or markets, such as dividend distribution, share buybacks, and financial reports can help investors make decisions under conditions of information asymmetry (when the company knows more than investors) (Yasar et al., 2020). Quality signals can reduce uncertainty and provide information about the health or development of the company (Abraham et al., 2023). In this study, signal theory can be used to examine whether there are significant differences in how men and women interpret and respond to signals from companies or markets, and how this affects their investment behavior and strategies.

Investment Behavior

Investor behavior refers to actions, ways of thinking, and decision-making processes that involve social, psychological, and economic aspects (Wirawan et al., 2022; Fatkhurrozi, 2024). Investment behavior is influenced by several factors such as age, gender, income, and risk tolerance (Suyam Praba & Malarmathi, 2015). In Indonesia, emotionality is often a factor that results in less rational decisions (Darma et al., 2023). Male Investors are more confident and risk-taking in Investing, while Women tend to be risk-averse and conservative in their investment decisions, often considering investment as a long-term instrument (Kappal & Rastogi, 2020).

Investment Strategy

Investment strategies are necessary in the process of achieving financial goals and managing assets effectively. An effective investment strategy can refer to increased profits and reduced costs (Davydenko & Skrypyk, 2022). Investment Strategy is directly affected by various indicators such as inflation, interest rates, stock price movements, and trading volume (Chinnasamy et al., 2019). The main factors that influence investment decisions are risk tolerance, long-term and short-term goals, and diversification (Giroux, 2012).

Gender Differences

Women tend to be risk-averse and have an external locus of control, making them less likely to invest (Gosal & Ivana Tania, 2022). However, some studies reveal that both

genders have the same tendency in decision making, influenced by several factors such as income, education, occupation, and age (Verlandes et al., 2023).

RESEARCH METHOD

This research uses a qualitative method to examine more deeply the differences in investment behavior and investment strategies between male and female investors, using a phenomenological approach that aims to understand the experiences, perspectives, and patterns of thinking of male and female investors in investing.

Subject criteria:

1. Listed as Investors in Unismuh Makassar, IDX Investment Gallery
2. Have investment experience and actively make investments (especially in the capital market)

Subject selection uses a Purposive sampling technique to select informants who are relevant to the research objectives. With a total of 12 informants (with a balanced distribution between men and women). Therefore, 12 informants were obtained, which can be presented as follows.

Table 1.
Number of Informants

No.	Initial	Gender	Length of Investment
1	HW	Men	3 Years
2	AR	Men	1 Year
3	AAA	Men	2 Years
4	MH	Men	5 years
5	MYS	Men	1 Year
6	HFN	Men	4 Years
7	WL	Women	2 Years
8	DHG	Women	2 Years
9	M	Women	2 Years
10	US	Women	1 year
11	NIM	Women	1 Year
12	N	Women	2 Years

The interview guideline was developed based on the theory of investment behavior and investment strategy with the main instrument in the form of a list of open-ended questions designed to dig deeper related to Investment Behavior, Investment Strategy, and what factors affect the differences in investment behavior and strategy between men and women.

The data collection technique used in this research is in-depth interviews in person or online using virtual communication platforms such as Zoom Meeting or Google Meet.

This research uses qualitative data analysis techniques based on the Miles and Huberman model, through 3 stages, namely

1. Data reduction (simplifying the data processed),
2. Data Presentation (compiling data in the form of narratives or tables),
3. Drawing Conclusions

RESULTS AND DISCUSSION

Testing and Analysis Results

Investment Behavior

Aspects	Male Investor	Women Investors
Investment Instruments	Shares	Stocks, Mutual Funds
Risk Preference	High	Low
Source of Information	Social Media, Community Discussions, Seminars, and books	Social Media, Articles, News

Male Investor

Based on the results of the interviews, all male investors stated that they are more interested in investing in instruments such as stocks because the benefits offered are higher than other instruments in the capital market, even though the risks are also quite large. In addition, male investors tend to discuss more often with the community and also actively learn about investment through social media and books. AR, AAA, HFN, MH, and MYS said *"every investment has a risk, the greater the risk that will be obtained, the greater the opportunity to get greater profits."*

Women Investors

From a total of 6 female informants who have been interviewed, 2 of the 6 informants invest not only in capital market instruments such as stocks, but also invest in other capital market instruments such as mutual funds. Initials NIM and DHG said, *"I also invest my money in mutual funds because investing in stocks has a greater risk, while the risks contained in mutual fund instruments are smaller and easier for me because they are managed by investment managers"*.

Regarding gender differences in investment behavior, men show higher risk tolerance, while women's risk tolerance is lower, and they tend to be less confident when making investment decisions (Pak & Mahmood, 2015a).

Investment Strategy

Aspects	Male Investor	Women Investors
Time Orientation	Short Term, Long Term	Short-term, Long-term
Decision Approach	Financial planning, in-depth analysis, and market information.	Financial planning, in-depth analysis, and market information.
Transaction Frequency	5-7 times a month	5-10 times a month

Male Investor

From the results of in-depth interviews, the data shows that Male Investors appear to be balanced in their investment time orientation. there are 6 out of 6 male informants with the initials HW, MYS, AAA, AR, MH, and HFN choosing to invest some of their assets in capital market instruments such as stocks with a long period, but 5 out of 6 Male Investors with the initials MYS, AAA, AR, MH, and HFN also choose short-term stock investments (Trading). supported by statements from AR, MH, and HFN, who said "I have long-term and short-term investments depending on market conditions and the results of analysis of issuers". Of course, this is done after conducting an in-depth analysis both in terms of fundamentals and technicalities, as well as by paying attention to stock price movements.

Women Investors

From the results of in-depth interviews with 6 female investors, there are 5 out of 6 female investors with the initials WL, M, N, AS, and NIM who have been interviewed

choosing to invest in capital market instruments such as stocks with a short period (Trading), this is supported by statements from WL, M, N, AS, and NIM who say "I am more interested in trading because I have a lot of free time to monitor stock price movements". However, 2 of the female investors who have been interviewed, with the initials DHG and NIM, also have long-term stock investments. Of course, this is done after conducting an in-depth analysis.

Gender Differences in Investment Behavior and Strategy

After in-depth interviews with 12 investors, consisting of 6 male investors and 6 female investors, and analysis has been carried out regarding gender differences in investment, it was found that in terms of investment behavior, male investors have a higher risk tolerance than female investors. And Male Investors are more likely to like discussing with the investor community, in contrast to Female Investors who are more likely to be individual in investing.

When viewed in terms of strategy, there is no significant difference from a gender perspective. Differences in strategies between Male and Female Investors are more influenced by other factors such as financial planning, level of experience, level of literacy, and the psychology of each investor.

Discussion

The results of this study reveal that there are significant differences in investment behavior between male and female investors. Male investors seem more likely to choose investment instruments with high risk to potentially generate greater returns. Male investors are also more active in discussing with the investor community and learning about investment through various sources such as social media and books. This shows that men have a higher risk tolerance and have greater confidence in making investment decisions.

On the other hand, female investors are more likely to have low risk tolerance and lack confidence in making decisions. This finding is in line with Pak & Mahmood' (2015) Research says that women have low risk tolerance compared to men. In terms of investment strategy, there is no significant difference between men and women. Both tend to apply a combination of long-term and short-term investments. Male investors appear to be balanced in their investment time orientation, with most having long-term investments while also

being active in short-term investments (trading). Their decisions are also based on in-depth analysis, both in terms of fundamentals and technicals, as well as observation of stock price movements.

Although more prefer short-term investments (trading), Female investors also show the ability to invest in the long term. This suggests that while there are similarities in investment strategies, other factors such as leisure time, experience, and financial literacy may influence Female investors' preferences in investing. From a gender perspective, in investment strategy.

The results of this study indicate that gender can influence investment behavior, especially in risk tolerance and approach to decision making. However, in terms of investment strategy, there is no significant difference; both men and women tend to utilize fundamental and technical analysis to support their decisions. Gender is not the only determining factor in Investment strategies; factors such as financial literacy, experience, market conditions, psychology, and financial planning of each individual.

These findings have important implications for the development of financial literacy. Especially among university students, it is important to build women's confidence in taking higher risks if necessary. In addition, education related to the importance of diversification and long-term investment strategies also needs to be strengthened to improve the understanding of both groups in dealing with market dynamics.

CONCLUSION

This study highlights significant differences in investment behavior between male and female investors at Universitas Muhammadiyah Makassar, emphasizing the influence of gender on risk tolerance and decision-making approaches. Male investors demonstrate higher risk tolerance and actively engage with investment communities, leveraging various sources for decision-making, while female investors exhibit lower risk tolerance and tend to rely more on individual judgment, favoring safer investment options like mutual funds.

Interestingly, in terms of investment strategies, the differences between genders are less pronounced. Both male and female investors employ a combination of short-term and long-term strategies, guided by financial planning and in-depth analysis. However, external

factors such as financial literacy, experience, and market conditions play a more substantial role in shaping investment strategies than gender alone.

These findings have practical implications for financial education programs, particularly in fostering greater confidence among female investors to explore higher-risk opportunities and promoting gender-inclusive strategies. Additionally, universities and financial technology platforms should consider tailored approaches to financial literacy and product design to address the unique needs and behaviors of different demographic groups.

Future research could delve deeper into the cultural and socio-economic factors that influence these patterns, providing a more comprehensive understanding of gender dynamics in investment behavior and strategies.

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