

## EFFECT OF EMOTIONAL INTELLIGENCE ON INVESTORS BEHAVIOUR IN THE NIGERIA CAPITAL MARKET

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### Abstract

*The study investigate the effect of emotional intelligence on investors behavior in the Nigeria capital market. Adopting survey research design, data were collected from 100 investor using self-administered questionnaire. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) through Smart PLS to analyze the data and test the hypothesized relationships. Findings reveal a significant and positive relationship between social awareness and investor behavior, underscoring the pivotal role of emotional intelligence in shaping investment decisions.. The study concludes that enhanced social awareness enables investors to make informed decisions by effectively navigating emotional and cognitive biases. It recommends leveraging social platforms, such as social media and company websites, to access real-time market information and improve investment outcomes. This research contributes to behavioral finance literature and highlights the importance of emotional intelligence in fostering rational decision-making in the dynamic Nigerian capital market.*

**Keyword:** *Emotional Intelligence, social Awareness, investor behavior*

### 1.0 Introduction

Investors make their decisions with financial information that is available to them. But despite the information, the final decision-making process is often based on the available and applied information that the investor's process emotionally that influence his decision. Capital markets are among the most dynamic and rapidly changing in the world, and many people have invested (Dhankar, 2019). Thus, the concept of emotional intelligence applies to investors in the capital market. This concept falls strictly in their focus because of its paramount importance in the financial market that influences the decision and investment performance of the market participants. Emotional intelligence and intelligence quotient (IQ) have their respective importance to offer but have different roles in the decision-making process of investment. While IQ involves logical reasoning and problem-solving ability, it is emotionally intelligent that play the most important roles in pulling their resources and investing in risky ventures and the time investment risk (Idris, 2023). Since the investor's knowledge of the financial market, some investors don't rely on quantitative information only. Instead, they base their decisions on emotional components that will likely lead to psychological reactions to investment results. Emotional intelligence affects the perception of investment decisions (Akhtar & Das, 2020).

Essentially, investing in the capital market involves risk and uncertainty, making emotional intelligence a vital factor in decision-making. Emotional intelligence refers to the ability to recognize and manage one's emotions and those of others, Emotions influences our decision making and by extension affect our investment propensity (Hadi, 2017). As globalization culminates in the global integration of economies, and following the ICTs revolution, economies of the world started striving to become knowledge-based economies in which the ability of a country to create, adapt and diffuse new knowledge enables it to be competitive and wealthy (Shanmuganathan, 2020). In many countries like Nigeria, the government of the day holds that the way to creating human capital is through education of the masses at all levels. Unfortunately, while students from tertiary institutions are armed with the technical ability to function in their chosen fields of study, little attention is given to arming them with the emotional intelligence needed to be socially and economically competitive (Momtaz, 2020).

According to Aniemeka et al.(2020), emotional intelligence is a second sort of intelligence that involves people's ability to detect and comprehend their own feelings, as well as those of others, in order to effectively regulate such sentiments and emotions. Emotional intelligence is based on the idea that emotions influence how we interact with our environment and our peers. Unfortunately, neither modern portfolio theory nor consumer satisfaction and dissatisfaction theories acknowledge the impact of emotions on the determinants of an investor's willingness and ability to purchase a specific combination of firms' expected return on investment, risk, and ability to pay dividends. Such significance was observed in the Lagos stock market between 1997 and 2002. Despite seven years of experience with controversial studies, the body of knowledge regarding behavioral finance response for the Nigeria capital market investment community remains quite limited and scattered at best (Sourirajan & Perumandla, 2022). Indeed, no study of this nature has ever been conducted in Nigeria's capital market or by a Nigerian scholar, so the authors hope to make history by filling these behavioral gaps, adding new knowledge value, and/or putting an end to the problem of a lack of functional value in financial decision making (Heeb et al.2023).

The Nigerian Stock Market only reached an all-time high performance of N13.5 trillion in March 2008, but since then, the fortunes of Nigerian investors in the stock market have been steadily declining and equity culture in Nigeria has been noticed to be weak (Ogbebor, 2020). Punch (2021) reported that foreign investors withdrew N173.32 billion from Nigeria stock market. This withdrawal from Nigerian stock market could be a pointer to the poor performance of investment in the market. Also, another report from the Nigeria stock market shows that the market investors lost N1.29 trillion as the stock market performed poorly in the first half of year 2021 (This day news, 2021). However some scholar in the field of behavioral finance such as shahid et al. (2018) have reasoned that behavioral factors are likely reasons for poor investment performance. Bakar and Yi (2016) argue that most of investors in the Nigerian stock market do not always follow the current trend of the market, rather they are easily influenced by decision of other investors which they believe are more experience, which implies that the behavior of investor in the capital market could be as a result of Emotional intelligence.

As a result of the foregoing, Emotional Intelligence have become hot topic of discussion amon scholar, policymaker and group that concentrate on policy. This is because it might severe as a vital tool for wealth creation, improving welfare and enhancing performance and evelating the standard of living. Several studies have been carried out on the relationship between Emotional

Intelligence and Investment decisions such as (Elgazzar et al. 2024, Edeh 2020, Hadi, 2017) among others exerts a beneficial influence on the decision-making processes of investors. base on the foregoing this paper seeks to analysis and pinpoint the effect of emotional intelligence on investors behaviour in the nigeria capital market using Social Awareness to proxy emotional intelligence. However in order to respond to this issues one specific objective was formulate:

To Determine the effect of social awareness on Investor behavior in the Nigerian capital market.

The study is essential for investors, business owners, and the government because Nigerian capital Market are the backbone of every economy that unhook growth owing to their export, economic expansion, and industrialization. The results could therefore be used to influence Nigerian corporate and commercial banking policy, which is essential for the survival of Nigerian Capital Market across the country.

## **2.0 Literature Review**

**2.1 Emotional Intelligence:** Emotional intelligence encompasses the capacity to articulate and regulate one's own emotions. It also entails the capability to comprehend, assess, and respond appropriately to the emotional states of others. Envision a scenario in which an individual is unable to recognize when a companion is experiencing sadness or when a peer exhibits anger (Uwem et al. 2021). Emotional intelligence denotes the proficiency to identify, comprehend, and regulate personal emotions as well as interpersonal relationships. This concept necessitates an acute awareness of emotional states in oneself and others, utilizing this cognizance to inform cognitive processes and behavioral responses. Individuals possessing high emotional intelligence can self-motivate, interpret social signals effectively, and cultivate robust interpersonal connections. (Williams-Ilemobola et al.2021). Human intelligence is one of the most commonly studied concepts in the field of individual differences. However, some researchers, like Moini et al. (2024), and Gignac and Szodorai (2024) argue that IQ is a rather limited concept. From this viewpoint, it is suggested that while cognitive intelligence is a strong predictor of academic and professional success, it is still an imperfect indicator of successful everyday functioning (Rowe, 2024). Essentially, according to this perspective, effective functioning in daily life depends not just on cognitive intelligence but also on the relatively new concept of emotional intelligence (EI).

Emotional intelligence (EI) encompasses the capacity to discern, regulate, and assess emotional states in both oneself and others, utilizing such comprehension to effectively inform cognitive processes and behaviors. The importance of holistic well-being and achievement, particularly within academic contexts, is experiencing a growing acknowledgment (Gkintoni et al., 2023). According to Wikipedia contributors, (2024) The ability to effectively recognize, control, and utilize one's own and other people's emotions is known as emotional intelligence (EI). Important components include self-awareness (identification of one's own feelings, values, strengths, and weaknesses), self-regulation (controlling disruptive emotions and adjusting to change), motivation (seriously and energetically pursuing goals beyond financial incentives), empathy (awareness of and response to others' emotions), and social skills (managing relationships, forming networks, and establishing common ground). In addition to enhancing cognitive intelligence (IQ), these components are essential for successful interpersonal relationships because they help people lead and inspire others, manage social difficulties, and achieve both personal and professional success.

Having a high emotional intelligence makes investing decisions more logical by helping investors recognize and control emotional biases including herd mentality, overconfidence, and loss aversion. By recognizing their risk tolerance and selecting investments that complement their financial objectives and emotional comfort zones, it also enables individuals to evaluate and manage risks more skillfully. Better financial outcomes result from these enhanced decision-making processes because emotionally intelligent investors are more concerned with long-term progress and are less swayed by short-term market swings. Furthermore, during market downturns, investors with high EI are better able to handle stress and have a balanced viewpoint, which lowers the possibility of making snap judgments (Raheja & Dhiman, 2020). Additionally, by emphasizing the need of patience and discipline in reaching long-term financial goals, it promotes consistent adherence to investment methods and financial plans.

### **Investors Behavior**

Investor behavior represents a compelling field of inquiry that examines the extent to which human emotions and cognitive biases impact financial decision-making processes. Investment funds are financial instruments tailored for individuals possessing capital and the inclination to invest, yet constrained by limited time and expertise (Rahayu & Rahadi, 2023). Rational Actor Theory (RAT) posits that individuals consistently make rational decisions aligned with their best interests or utility maximization. According to RAT, these decisions result from error-free computations when individuals have complete and accurate information. Rational actors aim to minimize losses and strategically maximize advantages in any situation. behavioral finance is that it provides guidance on recognizing what, how, and why people make decisions that are not in their best interest. Behavioral studies incorporate fairness, human psychology as well as reasoning, heuristic, and emotional determination into financial principles (Sattar et al., 2020).

As a consequence, they presume that investors consider investments not merely from the standpoint of returns but also from risk, the ability to sign up for or to comment, time commitment, etc. According to Akhtar & Das, (2020b) Behavioral finance moreover explains the limitations of financial risk models, the formation of financial actors and their actions, and why prices do not always work rationally. Behavioral finance, like financial economics, classifies the interaction between "reasonable" assumptions and reasonable financial decisions.

### **Social Awareness**

When an individual participates in a social exchange, the multitude of considerations that may occupy one's thoughts appears to be virtually boundless. Social Awareness represents a specific arrangement of cognition, interpretation, and recollection that facilitates a somewhat constrained comprehension of the social milieu. While the majority of individuals can embrace each of the potential forms of awareness at various intervals, there exist several triggering factors that may predispose an individual to adopt a singular form during a particular interaction (Marton & Booth, 2013).. encompasses understanding different viewpoints, showing empathy, and acknowledging emotional needs. It evolves during childhood as we absorb social norms and cues, influencing our roles in community, work, and personal relationships. (Worley, 2023)

## **2.2 Empirical Review**

Okonkwo and Ibrahim (2024) investigated the impact of various cognitive and emotional biases on investment decision-making in the Nigerian capital market. They focused on herd bias, overconfidence bias, regret aversion bias, representative bias, availability bias, and anchoring bias. The study employed a correlational research design, targeting all 23 stockbroking firms in Abuja as of December 31, 2023. Using snowball sampling, 250 questionnaires were distributed,

with 160 responses received. Data were analyzed using ordinal regression via SPSS. The findings indicated that herd bias, overconfidence bias, regret aversion bias, representative bias, and availability bias significantly influence investment decision-making, while anchoring bias has a significant negative impact. The study recommends that investors carefully evaluate their actions and market conditions to mitigate the effects of herd bias.

Vinutha & Hebbar (2024) Analyzed Investors' Behaviour In Stock Market. This research analyzes investor behavior in stock market investments, emphasizing factors influencing their decisions. It also conducts a SWOC analysis of investors' financial behavior, highlighting the impact of fear, greed, and behavioral changes. The study contributes to understanding investment decision-making and explores strengths, opportunities, and risks for investors.

Sutejo et al. (2023) examined the relationship between emotional intelligence traits and stock trading choices among young millennial (Generation Y) investors in Indonesia during the COVID-19 pandemic. It also explored whether behavioral biases like overconfidence and herding effect mediate this relationship. The research utilized emotional intelligence traits as exogenous variables, stock trading decisions as endogenous variables, and overconfidence and herding effect as mediating variables. A sample of 500 young Indonesian investors completed a questionnaire with 5-point Likert scale responses. Mediation testing was conducted using a Sobel calculator, and hypothesis testing used a structural equation model (SEM).

The study found no direct connection between emotional intelligence and stock trading choices. However, overconfidence significantly positively impacted stock trading decisions, while the herding effect did not. Overconfidence partially mediated the relationship between emotional intelligence and stock trading decisions, whereas the herding effect did not. The findings suggest that young millennial investors can improve their decision-making by reducing the influence of biases, enhancing self-awareness, and making more logical investment decisions, especially during challenging times like the COVID-19 pandemic.

Essentially, The study of Okonkwo and Ibrahim (2024) reliance on a correlational design limits the ability to draw causal conclusions. The use of snowball sampling may introduce bias, as it might not accurately represent the entire population of stockbrokers. The sample size, though adequate, could be larger for more generalizable results. The study provides valuable insights but would benefit from a more diverse sampling method and consideration of additional factors influencing investment decisions. Vinutha & Hebbar (2024) The study provides a broad overview of investor behavior but lacks specific details on methodology and data sources. The emphasis on a SWOC analysis is useful for strategic insights but might benefit from a more rigorous empirical approach. The lack of clarity on the sample size and data collection methods weakens the study's reliability and validity. And Sutejo et al. (2023) study's large sample size and robust statistical methods (SEM) enhance the reliability of its findings. However, the focus on young millennials may limit the generalizability to other demographic groups. The use of a 5-point Likert scale for measuring complex constructs like emotional intelligence may not capture the full depth of these traits. Despite these limitations, the study provides valuable insights into how emotional intelligence and behavioral biases influence investment decisions during crisis periods like the COVID-19 pandemic.

## **Theoretical Review**

Behavioral finance studies the decision-making processes of individual investors, particularly the way individuals understand and respond to certain information. It investigates how psychology affects the actions of market players and the results of the market. Emotional and cognitive biases frequently impact investors' decision-making processes, resulting in irrational actions. Regarding how people behave when making investing decisions, there are two main theories:

The cognitive theory proposed by Festinger in 1957 suggests that an individual's behavior is governed by their own mind, implying that self-reflection and self-perception influence both actions and emotions (Beck, 2011). Additionally, prospect theory, developed by Kahneman and Tversky in 1979, includes a value function based on empirical tests and studies. This value function indicates that investors are more emotionally impacted by losses than gains and view gains and losses from different perspectives.

### **3.0 METHODOLOGY:**

This study employed a survey design to gather primary data from the study population through a well-structured questionnaire, deemed the most suitable instrument for this research. The data aimed to capture investors' opinions and perceptions regarding the impact of emotional intelligence on their behavior. The population consisted of registered investors at Afrique Securities and Finance Limited, Kaduna, Nigeria, as provided by the firm's stockbroker. The initial sample size of 100 investors was increased by 10%, per Uhegbu's (2010) recommendation, to account for incomplete or invalid responses, resulting in the distribution of 110 questionnaires. A random sampling method ensured fairness, yielding 100 valid responses for analysis.

The questionnaire included parameters to measure investor behavior (dependent variable) using seven items and assessed emotional intelligence (independent variable) in terms of social awareness through four items. A 5-point Likert scale was employed, where 1 indicated strong disagreement and 5 indicated strong agreement. These items were adapted from the study by Malik et al. (2013)

The selection of 100 respondents reflects practical constraints such as logistical and financial limitations, which are common in academic research, while ensuring statistical adequacy for Structural Equation Modeling (SEM) analysis. SEM guidelines recommend a minimum sample size of 10 times the largest number of structural paths directed at any construct, making 100 respondents a justifiable and appropriate choice for this study. This approach balances practicality and reliability, though future research could benefit from a larger sample size to enhance the generalizability of findings across the Nigerian capital market.

The data were analyzed using various techniques, with SEM via SMART-PLS identified as the most suitable statistical method to assess the effect of emotional intelligence on investor behavior in the Nigerian capital market, as outlined in the conceptual framework. Structural Equation Modeling with SMART-PLS (PLS-SEM), as described by Hair and supported by Byrne (2013), combines principal component analysis and regression to explore relationships between multiple independent variables and a single dependent variable.

However, to ascertain the validity and reliability of the constructs, it is imperative to confirm that the measurement instruments effectively encapsulate the intended theoretical frameworks. This evaluation encompasses convergent validity, necessitating an Average Variance Extracted (AVE) exceeding 0.50 for all constructs, discriminant validity as per the Fornell-Larcker criterion, and indicator reliability, whereby all loadings surpass the threshold of 0.70.

#### 4.0 Data Presentation and Analysis

This research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) utilizing the Smart PLS software (Hair et al., 2019) to scrutinize the proposed theoretical framework. The preliminary phase in the PLS analysis entails an evaluation of the measurement model, commonly referred to as the outer model. This evaluation encompasses the verification of the reliability of individual indicators, the assessment of internal consistency reliability, the examination of convergent validity, and the appraisal of discriminant validity (Hair et al., 2019).

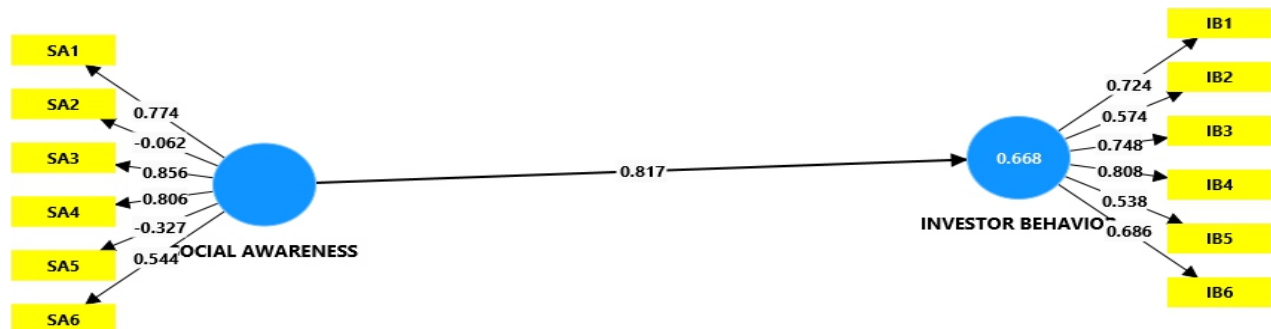


Figure 4.1: *Initial Measurement Model*

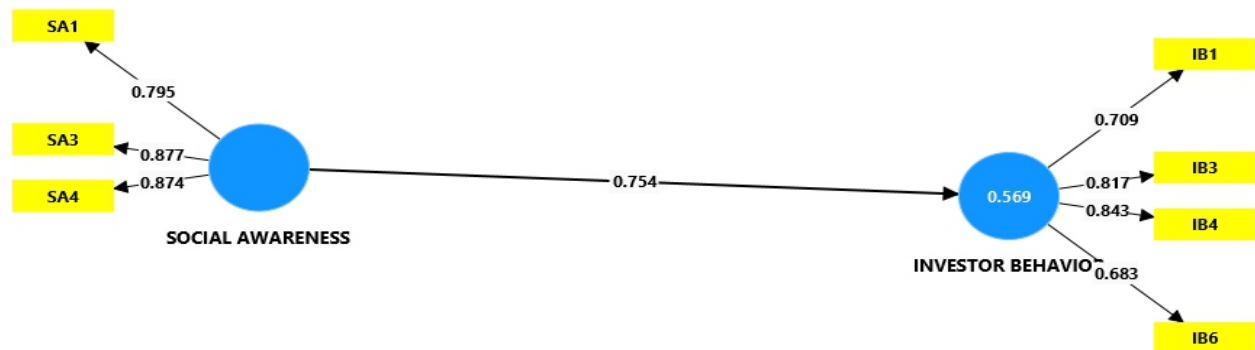


Figure 4.2: *Modified Measurement Model*

The evaluation of the reflective measurement model begins by assessing the reliability of individual items through their outer loadings (Hair et al., 2019). According to Hair et al. (2014), an outer loading of 0.70 or higher indicates reliability for a previously developed scale. After removing items with loadings below this threshold, seven items remained for analysis: three for social awareness and four for investor behavior, all with outer loadings of 0.70 or higher. Six items (SA2, SA5, SA6, IB2, and IB5) were eliminated based on recommendations from Hulland (1999) and Hair et al. (2011) to improve composite reliability and average variance extracted (AVE).

**Table 4.2 Measurement Model: Reliability and Convergent Validity**

| Construct        | Item | Loadings | AVE   | CR    |
|------------------|------|----------|-------|-------|
| Social Awareness | SA1  | 0.795    | 0.587 | 0.849 |
|                  | SA3  | 0.877    |       |       |
|                  | SA4  | 0.874    |       |       |

|                   |     |       |       |       |
|-------------------|-----|-------|-------|-------|
| Investor Behavior | IB1 | 0.709 | 0.772 | 0.886 |
|                   | IB3 | 0.817 |       |       |
|                   | IB4 | 0.843 |       |       |
|                   | IB6 | 0.683 |       |       |

IB= Investors Behavior, SA=Social Awareness.

### Convergent Validity

Convergent validity assesses how closely related or correlated measures are to a specific construct, while discriminant validity evaluates the dissimilarity between measurement items of different constructs. In this study, convergent validity was established using Average Variance Extracted (AVE), which reflects the mean of the squared loadings of indicators for a related construct (Hair et al., 2019). According to Wong (2019), AVE values should be 0.50 or higher for satisfactory convergent validity. As shown in Table 4.2, all constructs had AVE values above 0.50, confirming the presence of convergent validity.

### Assessment of the Structural Model

After confirming the reliability and validity of the measurement models, the study proceeded to evaluate the structural model. Using the standard bootstrapping technique with 5,000 bootstrap samples and 64 cases (Hair et al., 2019), the structural model assessed the relationships between four latent constructs: Social Awareness as independent variables and Investor Behavior as the dependent variable. The goal of the structural model was to determine how well the empirical data aligned with existing theories (Hair et al., 2019).

### Hypotheses Testing

Figure 4.1, 4.2 and Table 4.2 illustrate the estimates for the full structural model in respect of the direct relationship represented by the following hypotheses:

**H<sub>01</sub>:** There is no significant effect of Social Awareness on investor behavior in Nigeria capital Market.

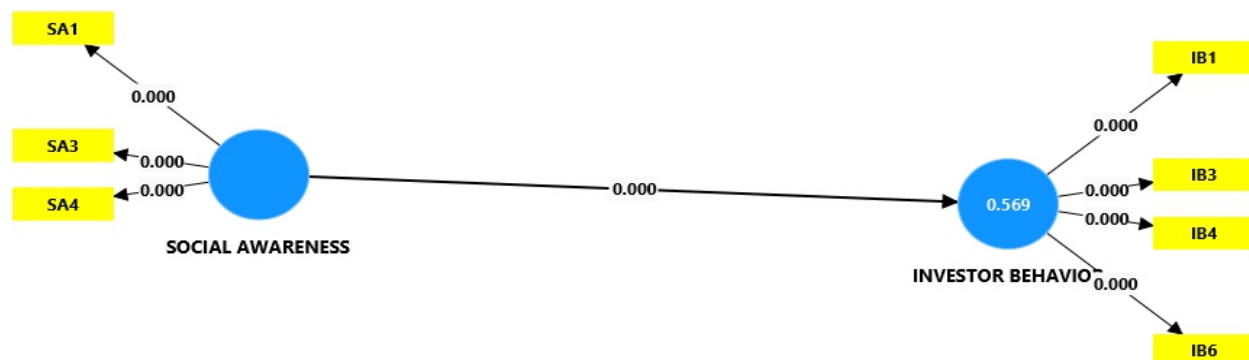


Figure 4.4 *Bootstrapping (Direct Relationships)***Test of Significance for Direct Relationships**

Hypothesis testing was conducted to analyze the direct relationships between the constructs by evaluating the signs, magnitude, and statistical significance of the path coefficients. Larger path coefficients suggest stronger effects between predictor and outcome variables, with values standardized between +1 and -1. Positive values near +1 indicate strong positive relationships, while values near -1 indicate strong negative relationships. Path coefficients close to zero suggest weaker or non-significant relationships. Significance was determined using p-values, with a common threshold of  $p < 0.05$  (Black & Babin, 2019; Hair et al., 2019). Bootstrapping was used to determine the standard errors. The analysis also considered direct and indirect effects, where the total effect is the sum of both, useful for understanding the mediating role of variables (Hair et al., 2019).

**Table 4.3 Structural Model: Test of Significance for Direct Relationships**

| Hypothesis            | Relationship | Beta  | SE    | T Statistics | P-Values | Statistically Significant |
|-----------------------|--------------|-------|-------|--------------|----------|---------------------------|
| <b>H<sub>01</sub></b> | SA -> IB     | 0.754 | 0.045 | 16.918       | 0.000    | Yes                       |

IB= Investors Behavior, SA=Social Awareness.

Table 4.3 presents the results of the structural model based on the direct relationships between the independent variables and dependent variables of this study are presented in Table 4.4 below. These results are interpreted using the coefficients (Beta) of the path relationship, the standard error (SE), t-value (T Statistics) and P-value.

The result of bootstrapping has shown that H<sub>01</sub>, is statistically significance and the relationship is positive. From the Table 4.3, the statistical analysis has proved that Social Awareness significantly affects investor behavior ( $\beta=0.754$ ; P-Value = 0.000). In summary, H<sub>01</sub>, is statistically significance and the relationship is positive based on the statistical data of this study.

**R-Squared Coefficient of determination for Direct Relationship**

The coefficient  $R^2$  quantifies the proportion of variability in endogenous variables that is elucidated by exogenous variables, functioning as a metric for the degree of explained variance within a particular model (Hair et al., 2019).  $R^2$  values typically range between 0 and 1, with higher values indicating greater explanatory power. According to Chin (2010),  $R^2$  is influenced by the number of exogenous variables, with more variables leading to a higher  $R^2$ . Wong (2019) classifies  $R^2$  values as significant (0.67), moderate (0.33), and weak (0.19). In models with fewer exogenous variables, a moderate  $R^2$  is acceptable, but higher values are expected when many exogenous variables are involved.

**Table 4.4 Coefficient of Determination for Direct Relationships: R-Squared**

| Construct         | R-Squared Value ( $R^2$ ) |
|-------------------|---------------------------|
| Investor Behavior | 0.569                     |

Table 4.4 shows that the exogenous latent constructs Social Awareness explain about 90% of the variance in brand loyalty. According to Wong's (2019) recommendation, this high  $R^2$  value indicates a significant relationship between the exogenous constructs and the endogenous construct, brand loyalty, in their direct relationships.

## **Discussion of Findings**

The primary objective of this study was to assess the impact of emotional intelligence, with a specific focus on social awareness, on the conduct of investors in the Nigerian capital market. The investigation, conducted utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), revealed a statistically significant and positive relationship between social awareness and investor behavior. This finding underscores the critical role of emotional intelligence in shaping the ways in which investors interpret, assess, and respond to market dynamics.

The results corroborate the proposition that investors who display higher levels of social awareness are more proficient in mitigating emotional and cognitive biases, such as herd mentality, overconfidence, and loss aversion. This assertion aligns with prior research, including that performed by Akhtar and Das (2020) and Raheja and Dhiman (2020), which highlights the importance of emotional intelligence in improving decision-making processes and reducing irrational investment behaviors. By interpreting social cues and understanding the emotions of others, investors endowed with advanced social awareness are more predisposed to engage in rational decision-making paradigms, thereby enhancing their investment outcomes.

Moreover, the study emphasizes the relevance of behavioral finance theories, such as Prospect Theory, which asserts that emotional factors significantly influence investor behavior. The findings demonstrate that social awareness empowers investors to navigate market risks and uncertainties with enhanced effectiveness, thus fostering resilience during periods of market volatility. This ability to integrate emotional and rational considerations in the decision-making process has practical implications for optimizing investment strategies within the complex economic environment, such as that of Nigeria's capital market.

## **Conclusions**

This research has thoroughly examined the impact of social awareness on investor behavior within the context of the Nigerian capital market. Through comprehensive analysis conducted, this research arrived at the conclusion that there exists a positive and statistically significant effect of social awareness on investor behavior in the Nigerian capital market, as evidenced by the statistical data derived from this study, thereby underscoring the pivotal role that social awareness plays in shaping investor behavior within the Nigerian capital market.

## **Recommendations**

Based on the conclusion that social Awareness significantly affect investor behavior, the following recommendation is was made: Investors should utilize social platforms, including social media, company websites, and email newsletters, to stay informed about the latest service offerings, updates, and investor reviews in real-time. These platforms often feature interactive tools such as investor chats, user forums, and direct feedback mechanisms, enabling investors to engage in discussions, resolve issues promptly, and gain insights from other investors' experiences. By actively participating in these social activities, investors can access up-to-date information and make well-informed decisions swiftly.

## **Limitations**

Writing a thesis presents several limitations that may impact the depth and scope of the research. One significant challenge is time constraints, as deadlines can limit the comprehensiveness of the study. Additionally, personal biases can influence interpretations, potentially affecting the

objectivity of the results. Financial limitations may further restrict the scope, hindering the ability to conduct extensive fieldwork or utilize advanced tools. Finally, maintaining strict adherence to ethical standards throughout the research process can be demanding, particularly in sensitive areas of study.

**Suggestion for Further study**

further studies need to be carried out on investors behavior in Nigeria capital Market, and Emotional Intelligence in order to compare and contrast with the current research findings and through the use other dimension of Emotional Intelligence.

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