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The Relationship between Accounting Information Disclosure and Decision Making among Investors in China

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Abstract

Financial scandals and worldwide corporate failures have been attributed to persistent information asymmetry to discerning investors. The study focuses on the relationship between accounting information disclosure and decision-making among investors in China. The analysis of research papers is based on searching for keywords related to decision-making in various published journals, conference proceedings, working papers, and other published books. These documents were collected over a period of one year, from the publication of the most informative paper providing a fundamental foundation for the field (2016) to the latest paper (2024). These articles are classified by bias, year, country, and author. All research tools related to primary and secondary data used by the author are also included in our findings. A new era of understanding human emotions, behaviors, and moods has begun, which was previously dominated by financial market research. In addition, this field has not only attracted the attention of scholars, but also various enterprises, financial intermediaries, and entrepreneurs, thus its importance has been enhanced. This review focuses on individual and institutional investors as well as financial advisors, but attention should be paid to the behavior of some investors who invest through intermediaries, narrowing the population down to various variables and targeting the expanding economy to obtain some unexplainable theories. The study therefore favours the full disclosure of all accounting information to assist the investors in making wise decision on their investments in China, as this is the only way by which corporate failures could be reduced to the barest minimum if not completely eliminated. It is therefore recommended that financial statement preparers should ensure full disclosure practices to support meaningful investment decisions in order to improve the market value of the company.

Keywords: *Accounting Information, Decision-Making, Investors in China.*

Introduction

For decades, financial management, commonly known as the art of wealth management, has been the lifeline of the economic system. It plays a vital role in helping individuals, companies, and organizations procure and allocate financial resources while managing associated risks and rewards. Often, trading and investing are mistakenly used interchangeably, though they are distinct. Trading focuses on short-term gains with quick returns, whereas investing is a long-term process that allows investors to achieve optimal returns through cash flow and capital gains (Abu Afifa, 2021). The complexities of investment decisions are heightened by the unpredictable behaviour of the stock market, driven by the emotions and behaviours of numerous participants. The efficient market hypothesis (EMH) explains that the stock market is efficient and that stock prices reflect all available information, forming the basis of classical financial theory. However, despite this theoretical efficiency, the emotional responses of investors contribute to market volatility, further complicating the investment process (Lutfi et al., 2022).

The relationship between accounting information disclosure and investor decision-making is a critical factor in the financial markets, particularly in China, where rapid economic growth and evolving regulatory frameworks have transformed the investment landscape. Accounting information disclosure refers to the release of financial data by companies, such as balance sheets, income statements, and cash flow reports, which provide investors with essential insights into a company's financial health (AlAshi, 2020). For investors, these disclosures are key tools for assessing the profitability, risks, and future prospects of potential investments. In China, accounting information plays an especially vital role due to the unique market structure and investor composition. The Chinese stock market is characterized by a large number of retail investors who often rely heavily on available financial information to make informed decisions. Accurate and transparent accounting disclosures help these investors evaluate companies' performance and

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make decisions that optimize their returns. However, the quality and reliability of these disclosures are influenced by factors such as corporate governance practices, regulatory enforcement, and auditing standards (Johnstone, 2020). Moreover, China's evolving regulatory landscape has placed increasing emphasis on improving the quality of financial disclosures to enhance market transparency and protect investors. However, issues such as selective disclosure, earnings management, and inadequate regulatory enforcement have, at times, undermined investor confidence (Al-Okaily, 2024). As a result, the reliability of accounting disclosures becomes even more crucial in shaping investor sentiment and decision-making. Investors must navigate these complexities by critically evaluating the accuracy and comprehensiveness of the information they receive, which directly impacts their investment strategies, risk assessments, and ultimately, their decisions in China's dynamic financial market.

The decision-making process of investors in China is shaped by several key factors, with accounting information disclosure, information overload, and financial literacy playing crucial roles. As China's financial markets continue to grow and mature, the transparency and availability of accurate financial information are essential for investors to make informed choices (Alsmadi et al., 2024). Accounting information disclosure, which involves the release of critical financial data by companies, helps investors assess the financial health, risks, and potential returns of investments. However, the vast amount of information available can lead to information overload, where the sheer volume of data becomes overwhelming, hindering investors' ability to effectively process and use it. This, coupled with varying levels of financial literacy among investors, creates a complex environment in which decision-making can be challenging.

Accounting information disclosure provides investors with the necessary tools to evaluate a company's performance, but the quality and transparency of such disclosures significantly influence the accuracy of investment decisions. In China, where regulatory frameworks are still evolving, the reliability of financial information is crucial for building trust in the market. Information overload, however, complicates this process. With the proliferation of financial data, market reports, and real-time updates, investors often struggle to filter relevant information from noise. This leads to cognitive fatigue, making it difficult to distinguish between meaningful insights and irrelevant data (Gatea et al., 2021). Finally, financial literacy plays a pivotal role in determining how effectively investors can utilize disclosed information. Investors with higher financial literacy are better equipped to interpret complex financial reports and make sound decisions, while those with limited knowledge may struggle to understand critical data, making them more susceptible to poor judgment or emotional decision-making (Okon et al., 2021). Thus, together, accounting information disclosure, information overload, and financial literacy shape the landscape of investment decision-making in China, highlighting the need for clear, transparent information and the importance of investor education to enhance decision-making capabilities. Investors are also prone to making irrational decisions if they have complete information about asset pricing, market securities pricing, future prospects of companies, government guidelines for securities investment (Hwang et al., 2008). This is because they are influenced by potential outcomes and emotional consequences when making any investment decision. They may be influenced by the opinions of their peers, friends, family, and even competitors. Rational investors are able to earn gains by investing in profitable securities and favourable opportunities that irrational investors are unable to identify. Therefore, the main objective of this study is to examine the impact of accounting information disclosure, financial literacy, and information overload on investors' decision-making.

Literature Review

Jagongo and Mutswenje (2014) explain that the investment decisions are rather sophisticated and require considerable brainstorming. Most investors are bound to make mistakes in their investment decisions, as they desire to minimize their losses. There are several factors that have an impact on the investment decisions. These include the accounting information disclosure, information overload and financial literacy. The investors should be able to study deeply and understand all the variables that could affect the investments.

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Accounting Information Disclosure and Decision-Making

Accounting information plays a crucial role in the decision-making process for both internal and external users of financial statements (Poljašević et al., 2021). It represents the financial consequences of past events and transactions, which can guide future decisions. Additionally, non-financial information further supports decision-making by providing a broader context for evaluating a company's performance. According to Barth and Schipper (2008), financial reporting transparency refers to the disclosure of economically fundamental information in a manner that is clear and understandable to all users of financial statements, both internal (e.g., managers) and external (e.g., investors and regulators). Florini (2007) expands on this by defining transparency as the extent to which information is made available to outsiders, allowing them to make informed decisions or assess the decisions made by company insiders. Disclosure is closely tied to the quality of information, meaning the disclosed data should be accurate, easy to interpret, and presented in a way that fosters the adoption of well-informed behaviours by users (Yang et al., 2024). Financial disclosure further involves clear, understandable communication and good corporate governance practices. When accounting information is accurate, clear, and publicly available, it signifies strong transparency, enabling users to make better, more reliable decisions (Mohammadi et al., 2013). In this context, accounting information disclosure is defined as the availability of reliable, accurate financial information that supports decision-making.

Companies that adhere to principles of transparency in their accounting information disclosure—by providing timely, relevant, and understandable reports—tend to improve the quality of their financial reporting. Core (2001) identified the quality of disclosure as a key factor in a company's overall disclosure policy, emphasizing that high-quality disclosure can serve as a proxy for optimizing how a company communicates its financial data. This review defines disclosure quality in terms of timeliness, or how quickly financial information is made available; relevance, or how well the information meets users' needs for making decisions; and openness, or the degree to which the data is understandable and interpretable (Magboul et al., 2024). Companies that ensure their disclosures are timely, relevant, and open enhance the quality of their financial reports, making the information more reliable and thus improving the decision-making process for users.

Information Overload and Decision-Making

Information overload significantly influences investor decision-making by overwhelming their ability to process and analyze vast amounts of data. As financial markets have evolved, the increasing availability of real-time reports, market updates, and news can cause cognitive overload, leading to decision fatigue (Vickers & Bennett, 2024). Investors often struggle to filter relevant information from irrelevant data, losing focus on key financial metrics that are crucial for sound decisions. This abundance of information can also lead to analysis paralysis, where the sheer volume of data makes it difficult for investors to take action, resulting in missed opportunities (Belabbes et al., 2022). In such situations, investors may rely on heuristics or mental shortcuts, which, while useful, can introduce biases and errors in judgment. Emotional responses like stress or anxiety are also heightened when investors feel pressured to make decisions in the face of overwhelming data, leading to irrational choices (Yin & Hwang, 2024). Additionally, information overload diminishes confidence in decision-making, as conflicting reports create uncertainty, causing investors to second-guess their decisions. Poor risk management is another consequence, as investors may overlook critical risk indicators while being distracted by less important details (Bettis-Outland, 2011). Furthermore, for long-term investors, the constant influx of short-term data can disrupt their strategic focus, leading to decisions that contradict their long-term goals, such as overtrading or reacting to minor market fluctuations. Ultimately, information overload impairs investors' ability to make informed decisions, leading to suboptimal outcomes unless they adopt strategies to filter and prioritize critical information.

The pressure caused by information overload has a negative impact on decision quality (Marsden et al., 2006; Smith et al., 1997). When decision-makers receive information that exceeds their effective decision-making processing capacity, information overload occurs. A large amount of information can have the same

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effects as noise - distraction, stress, and judgment errors. This kind of erroneous judgment is often accompanied by inconsistent decision-making, inconsistency with comprehensive judgment, and low consensus. Lamb (1991) believes that the limitations of human information processing capabilities can explain these effects. When the amount of information exceeds this ability, people will selectively process certain information while ignoring other potentially more relevant information. Information overload can have a paralyzing effect in crisis situations, making it increasingly difficult for people to distinguish between important and secondary information. Other studies such as Schultz and Vandenbosch (1998) and Kim (1998) have also found that information overload can impair decision quality, although not necessarily under stressful conditions. Existing empirical evidence suggests that individuals who perceive high-level information overload in decision-making tasks will feel greater pressure in the decision-making process. Therefore, the perceived pressure caused by information overload is negatively correlated with decision quality.

Financial Literacy and Decision-Making

Higher objective financial knowledge is associated with a range of good financial choices, such as having emergency savings and better cash flow management (Hilgert et al., 2003), investing in stocks (Van Rooij et al., 2011), achieving higher portfolio returns (Calvet et al, 2009), better timing of trades (Guiso & Viviano, 2015), and fewer financial disputes (Shen et al., 2016). In a meta-analysis of 201 studies, interventions to improve financial literacy explained only 0.1% of the variance in financial behaviour (Fernandes et al., 2014). Mandell and Klein (2009) found that students who completed a personal finance course were no more financially literate than those who did not complete the course. Thus, financial literacy plays a critical role in influencing investor decision-making by shaping how individuals understand, interpret, and act on financial information. Investors with higher levels of financial literacy are better equipped to comprehend fundamental financial concepts, such as compounding, risk management, and diversification, which help them make informed and strategic decisions (Suresh, 2024). A strong grasp of financial statements, such as balance sheets and income statements, allows financially literate investors to assess a company's financial health and profitability, leading to more accurate investment choices. Moreover, financial literacy enables better risk assessment and management, as investors can balance potential returns with associated risks based on their risk tolerance. It also encourages long-term planning and adherence to investment strategies, reducing impulsive reactions to short-term market fluctuations. In contrast, investors with lower financial literacy are more vulnerable to fraud, misleading information, and speculative trends (Iram et al., 2024). Financial literacy also fosters confidence in decision-making, allowing investors to make choices with greater certainty and less hesitation. Additionally, financially literate investors are more adept at using financial tools and technologies, enhancing their ability to track and analyse their portfolios efficiently (Ventre et al., 2024). They are also more capable of avoiding common behavioural biases, such as herd behaviour or overconfidence, which can lead to irrational decisions. With their ability to compare financial products, such as mutual funds or bonds, financially literate investors can make better selections that align with their financial goals. Overall, financial literacy empowers investors to navigate complex financial markets, make well-informed decisions, and improve their investment outcomes, while those with limited knowledge may face greater risks and poorer judgment in their financial choices.

Methodology

We reviewed the relevant literature to fulfil the research objectives. Initially, studies published between March 2016 and August 2024 were reviewed. However, the scope was expanded to include selected academic articles published before December 2024 due to their significance to the study objectives. The review was then expanded to include research papers from reputable institutions such as the World Bank and the Organization for Economic Cooperation and Development (OECD). In addition, while the focus was on China, research from other countries was also reviewed to examine global trends. We accessed Spinger Link, EBSCO Discovery Service, Web of Science, Emerald and ScienceDirect databases to screen and select appropriate research articles. The keywords used in the search were: financial literacy, investor decision making, information overload and accounting disclosure. Other keywords used were systems

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analysis and meta-analysis. We reviewed 47 articles for this study. Figure 1 summarizes the range of articles reviewed.

Materials and Methods

This article was a qualitative content analysis that conducted a systematic review of the existing reviews in the literature from 2016 to 2024. The aim of this study was to review systematically the existing reviews on the effect of financial literacy, accounting information disclosure and information overload on decision-making among the investors in China. Review articles are systematic summaries of the current state of knowledge and evidence on a topic. Review of reviews aims to compare and contrast the different types of review articles, assess their reliability and validity, and identify the best sources of evidence for researchers, practitioners, and policymakers. Review of reviews can also help to identify gaps and controversies in the literature, and suggest directions for future research. Review of reviews are also referred to as overviews of reviews, umbrella reviews, or systematic reviews of systematic reviews.

Data Gathering and Search Strategy

The present study adhered to the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines for systematic reviews to ensure the quality and validity of the research. A systematic search was conducted to identify all published review articles related to the effect of accounting information disclosure, information overload and financial literacy in decision-making from 2016 to 2024 and in English only. The databases searched were PubMed, Scopus, Cochrane, and ProQuest. EndNote X7.1 software was used to organize the references.

Screening and Data Extraction

The process of conducting a systematic review and meta-analysis follows a structured approach guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flowchart, ensuring transparency and rigor throughout the selection and evaluation of articles. Initially, researchers identify potentially relevant articles from various databases using specific keywords related to their research objective. After gathering the articles, duplicates are removed to prevent redundancy in the dataset. The remaining articles are then screened based on their titles and abstracts to quickly identify those unrelated to the research objective, facilitating the elimination of irrelevant studies. Following this, the full texts of the remaining articles are reviewed to assess whether they meet predefined eligibility criteria, including study design and relevance. This ensures that only studies aligned with the research objectives are included in the final analysis. To maintain objectivity, the entire selection process is conducted independently by the two researchers. In cases of discrepancies, additional authors or experts are consulted to resolve conflicts, promoting thoroughness in screening. After finalizing the articles for inclusion, the two authors independently extract data using structured forms created in Microsoft Office Excel, which encompass essential sections such as author names, publication year, study type, disease focus, and a summary of results. This organized data collection enables systematic synthesis and analysis of findings, enhancing the quality of evidence presented in the review. Ultimately, the rigorous methodology outlined by the PRISMA flowchart supports the reliability of the research and the conclusions drawn from the systematic review and meta-analysis process.

Data Analysis

In this study, we employ qualitative thematic analysis using inductive methods to analyse the data extracted from the previous steps of our systematic review. The analysis begins with the authors carefully reading all included articles and relevant excerpts multiple times to gain a deep and thorough understanding of the data. During this process, meaningful excerpts are identified, and initial codes are assigned to these excerpts based on emerging patterns and concepts. These initial codes are then meticulously checked and finalized to ensure accuracy and consistency in the coding process. Following this, the initial codes are grouped into subtopics, which are then organized into broader main themes that encapsulate the core findings of the analysis. Each subtopic and main theme is given a clear name and detailed description to effectively

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communicate the insights derived from the data. The results of this thematic analysis are presented in a table, which summarizes the subtopics and main themes, providing a structured overview of the key findings. This systematic approach not only enhances the clarity and rigor of the qualitative analysis but also allows for a comprehensive understanding of the research data, facilitating meaningful interpretations that contribute to the overall objectives of the study.

Results

Review

As shown in Figure 1, we found 47 records in the database search. After removing duplicates, we screened 18 records. Finally, the quality of the articles was assessed using the CASP checklist, and a total of 9 articles were included.

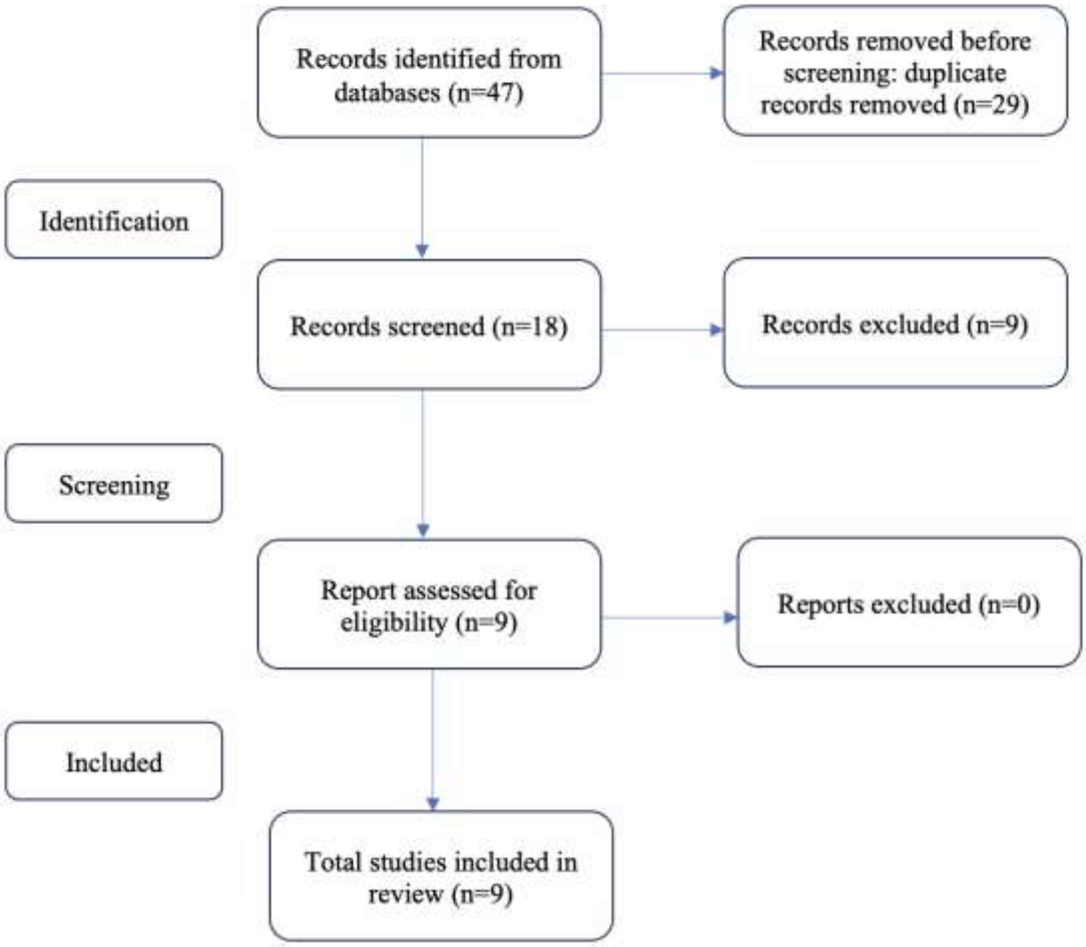

Figure 1. Flowchart Of the PRISMA Systematic Review on Communication and Gamification.

Thematic Analysis of the Findings

After thoroughly reviewing the articles included in the study, we have identified four main themes: “accounting information disclosure,” “decision-making,” “information overload,” and “financial literacy.”

The main findings of this study highlight the intricate relationship between accounting information disclosure, financial literacy, and information overload and their collective impact on investors' decision-

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making processes. First, robust accounting information disclosure significantly enhances investors' ability to make informed decisions. For instance, companies that adhere to International Financial Reporting Standards (IFRS) are often viewed favourably by investors due to their transparency and reliability. Such transparency allows investors to access relevant and reliable data, fostering trust and confidence in their investment choices. High-quality disclosures, characterized by timeliness, relevance, and understandability, enable investors to accurately assess a company's financial health and future prospects. For example, a tech company that regularly updates its financial reports and provides clear explanations of its revenue models and market conditions can attract more investors compared to one that offers vague or infrequent updates.

Second, financial literacy emerges as a critical determinant of effective decision-making among investors. Individuals with higher financial literacy levels demonstrate a better understanding of financial concepts and are more adept at interpreting financial statements, which enhances their ability to evaluate risks and returns. For instance, an investor who understands the implications of price-to-earnings ratios and can compare them across companies is more likely to identify undervalued stocks. This knowledge empowers them to make more rational investment choices, resist emotional biases, and navigate complex market conditions effectively. Conversely, lower financial literacy often results in poor judgment; for example, investors lacking in financial knowledge may become victims of pump-and-dump schemes or fall prey to high-fee investment products that do not align with their financial goals. Such investors may also struggle to understand the risk-return trade-offs, leading them to either avoid necessary risks or engage in overly risky investments without fully comprehending the potential consequences.

Third, information overload poses a significant challenge to effective decision-making. The sheer volume of financial data available today can lead to cognitive fatigue and analysis paralysis. For instance, during market volatility, investors may be bombarded with conflicting information from news outlets, social media, and analyst reports. This overwhelming amount of information can make it difficult for investors to discern relevant insights from irrelevant data, resulting in hasty or ill-informed decisions. A case in point is the rise of meme stocks, where investors may rely on trending social media discussions rather than sound financial analysis, leading to irrational investment behaviour. This phenomenon underscores the importance of not only the quality of information disclosed but also the necessity for effective filtering mechanisms to help investors focus on critical data points that inform their decisions.

Moreover, behavioural finance theories suggest that information overload can exacerbate cognitive biases, such as overconfidence and confirmation bias, leading investors to favour information that supports their existing beliefs while disregarding contradictory evidence. For example, an investor convinced of a particular stock's potential may ignore negative reports or declining financial indicators, resulting in significant losses when the market corrects itself.

Together, these findings illustrate that while accounting information disclosure and financial literacy are essential for empowering investors, the challenges posed by information overload must also be addressed to optimize decision-making outcomes. Ultimately, the interplay of these factors reveals that enhancing financial literacy through education programs and improving the quality of accounting disclosures can mitigate the adverse effects of information overload. Initiatives such as workshops on financial literacy for individual investors and increased regulatory focus on corporate transparency can foster a more informed investor base. By promoting financial literacy and ensuring robust accounting disclosures, stakeholders can create an environment where investors are better equipped to navigate the complexities of the financial markets, ultimately leading to more informed and confident investment decisions.

Implications

Theoretical Contributions

The theoretical contributions of this study extend the existing body of knowledge regarding the impact of accounting information disclosure, financial literacy, and information overload on investors' decision-making by integrating these three dimensions into a cohesive framework. First, by highlighting the critical role of accounting information disclosure, this research reinforces the notion that transparency and quality

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of financial reporting are fundamental in shaping investor behaviour. It builds on the foundational theories of financial disclosure, such as the signalling theory, which posits that companies with high-quality disclosures signal their financial health and reliability to the market. This study expands this theory by emphasizing how effective disclosure practices can mitigate information asymmetry and enhance investor confidence, thereby facilitating more rational decision-making processes.

Additionally, the study contributes to the field of behavioural finance by exploring how financial literacy influences investors' cognitive processing of information. By demonstrating that higher levels of financial literacy correlate with improved decision-making, the research supports the idea that educated investors are better positioned to understand complex financial data and analyse risks and opportunities effectively. This finding aligns with theories of human capital, suggesting that investment in financial education serves as a critical tool for empowering individuals to make informed choices in financial markets.

Moreover, the exploration of information overload adds a novel dimension to the existing literature. This study provides empirical insights into how excessive information can hinder decision-making by leading to cognitive biases, such as analysis paralysis and emotional decision-making. By integrating concepts from information theory, the research sheds light on the mechanisms through which information overload affects investor behaviour, suggesting that the sheer volume of information can complicate the decision-making process and lead to suboptimal outcomes. This theoretical contribution highlights the necessity for a balanced approach to information dissemination, where the quality and relevance of information are prioritized over quantity.

Furthermore, the framework developed in this study encourages future research to explore the interactions among these variables. For instance, it opens avenues for investigating how specific characteristics of financial literacy might moderate the effects of information overload on decision-making, or how various forms of accounting information disclosure might enhance or mitigate the challenges posed by information overload. By doing so, this study not only enriches the theoretical landscape surrounding investor behaviour but also paves the way for practical applications aimed at improving investor outcomes. Overall, the theoretical contributions of this research underscore the interdependent nature of accounting information, financial literacy, and information management in shaping effective investment decision-making, thereby providing a comprehensive understanding of the factors that influence investor behaviour in complex financial environments.

Practical Contributions

The practical contributions of this study provide valuable insights that can enhance investor decision-making in real-world financial markets by addressing the interconnected roles of accounting information disclosure, financial literacy, and information overload. First, the findings emphasize the critical importance of high-quality accounting information disclosure for companies seeking to attract and retain investors. Organizations are encouraged to adopt transparent reporting practices that prioritize timeliness, clarity, and relevance, thereby ensuring that investors have access to essential financial data. By implementing robust disclosure policies, firms can reduce information asymmetry and build trust with their stakeholders, leading to more informed investment choices and potentially better financial performance. Additionally, this research underscores the necessity for regulatory bodies to establish and enforce stringent disclosure standards that promote transparency and protect investors from misleading information.

Furthermore, the study highlights the need for comprehensive financial literacy programs aimed at equipping investors with the knowledge and skills necessary to interpret financial information effectively. Educational initiatives targeting both novice and experienced investors can help bridge the knowledge gap, enabling individuals to understand complex financial concepts and make sound investment decisions. Practical applications of this contribution may include workshops, online courses, and resources that focus on teaching fundamental principles of financial literacy, including how to analyse financial statements, evaluate investment risks, and recognize behavioural biases. By fostering a more financially literate population, the potential for improved decision-making among investors increases, ultimately leading to better market outcomes.

Moreover, addressing the challenge of information overload is crucial in today's fast-paced financial environment. This study offers practical recommendations for investors, financial advisors, and institutions to develop effective strategies for managing information. For instance, investors can benefit from tools and resources that filter relevant financial data, highlight key insights, and present information in a digestible format. Financial technology platforms that employ advanced algorithms to curate content can significantly reduce cognitive load, helping investors focus on critical data points rather than becoming overwhelmed by excessive information. Additionally, financial advisors can play a pivotal role in guiding clients through information overload by offering personalized insights and recommendations based on individual financial goals and risk tolerance.

Last but not least, this research encourages collaboration among academia, industry professionals, and regulatory bodies to create a cohesive framework that addresses the intertwined challenges of disclosure, literacy, and information management. By sharing best practices and developing standardized metrics for assessing the quality of accounting information disclosure, stakeholders can collectively enhance investor decision-making processes. In summary, the practical contributions of this study serve as a roadmap for improving investor outcomes by advocating for transparent disclosure practices, promoting financial literacy, and implementing effective strategies to mitigate information overload, thereby fostering a more informed and engaged investor community.

Directions for Future Research

This field is promising and interesting, as it provides an easy and interesting way to get the benefits from the opportunities present in the market. First, research should target market participants themselves as well as those who invest through certain financial intermediaries. Second, there is broad scope for studying differences in investor investment behaviour based on demographic and seasonal factors. Regional climate and seasonal conditions that affect investors' decision-making ability are important variables that need to be studied. Third, the target population can be narrowed down to many factors based on investors' experience, occupation and financial needs. Fourth, there is little research on investor decision-making in developing countries, while developed economies such as the United States, the United Kingdom, and Europe have conducted a large number of studies and experiments to gain a deep understanding of investor behaviour. Since the economies of developing countries such as China are still developing, there is great potential to study various investment models, investor behaviour, and how behavioural factors affect investor decision-making. These opportunities provide a range of areas of advancement that can be studied in the near future. Finally, there is room for more in-depth research on the area of investor decision-making.

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