

Are Personality Traits the True Predictors of Savings? A Hybrid Two-Stage SEM-ANN Analysis

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Abstract: This study examines the direct effect of personality traits on savings behaviour and indirect effect through savings intention of Indian savers using a structured questionnaire. Based on the results of assumption testing, a dual stage analysis including PLS-SEM and ANN (Artificial Neural Networks) analysis was conducted on a data from 498 respondents. The results showed that, direct effect of personality traits on savings behaviour is weak but the indirect effect through savings intention is moderate, showing the significant mediating role of savings intention. ANN-analysis supported the PLS-SEM results, wherein autonomy and emotional stability were the most important predictors for Model A and B respectively.

Keywords: Personality traits, Indian households, Savings behaviour, Savings intentions, SEM-ANN