

Investigating the Supply Chain Strategy for Stock Investment Decision Making: Theory Planned Behavior and Reasoned Action

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Abstract— Stock Investment Decision involves both parties, i.e., individuals and organizations. The decision to buy or sell shares determined by attitude, subjective norms, and perceived control. However, three main factors are used to predict stock investment appropriately. In other ways, the value-added in-stock service is essential to investors. It aims to ensure the investors ease to use for gaining certainty and increase their trust in shares investment. Also, internet stock trading because it has a positive relationship with the behavioral intentions of stock investors. Also, the intention to behave requires communication interventions, including providing smart equipment, software that can do the calculation, and the availability of large data. We focus only on profit (price) with religion. This study suggests that government support through policies implemented by the government also needs to pay attention to the length of time of observation, both past, and future so that actual measurements can be made accurately.

Keywords— Supply Chain Strategy, Stock Investment, Theory Reasoned Action, Planned Theory of Behavior, Investment Decision making.

1. Introduction

Theory reasoned action (TRA) and Theory Planned Behavior (TPB) are fundamental theories of socio psychology, were discovered in [1], and then added perceived control. The attitude towards a behavior is the extent to which the performance of the behavior, and subjective norms are influenced by social pressure and perceived control to be involved or not involved in realizing an intention (intention) to behave [2].

The theory of planned behavior has been widely applied in pharmaceutical research [3]-[6], in the field of marketing [7]-[9], in the field of tourism [10]-[11], information technology [12]-[13] and human behavior in general [14]-[15]. Previous research shows the positive and significant impact of attitudes, subjective norms, and perceived control on individual intentions to behave. So far, several contributions have applied TPB to financial decisions. Shih and Fang [12] study the extent to which internet banking uses a sample of Taiwanese consumers.

Their results show that the Theory reasoned action and Theory Planned Behavior generate insights about the intention of bank customers to use internet banking [16]. Also, applied TPB to examine investor intentions to trade online and use online banking was studied [13]. Explicitly focusing on investment decisions, East (1993) expanded TPB by introducing past behavior as a fourth item that could influence intention to behave [17]. Also, the theory on three different samples. More specifically, this study shows the strong influence of friends and relatives on individual financial investment intention. Besides, apply TPB to analyze items that affect investment intentions. As suggested in ref [18], add a fourth variable to the three items proposed in ref [1]: risk tendencies. The results show that attitudes, subjective norms, perceived behavioral control, and risk tendencies are significant predictors of investment intentions.

2. Methodology

This study uses library research methodology. Research related to decision making on shares is collected for future analysis. Research results taken from international journals written and published approximately one year ago are 2018 and 2017. Numerous authors and similar expertise write the selected journal. The main concern of this part of the research work is the abstract and conclusions that contain the things found. Then a thorough analysis of the results of their research related to stock decision making was carried out.

3. Results and Discussion

The results of their study illustrate two cross-cultural applications from IBM in Zimbabwe to demonstrate the development of IBM steps [19], analysis to confirm that the constructed model explains behavioral intentions, analysis to identify certain key beliefs that should be targeted with behavioral change interventions, development of intervention messages to target beliefs main principles that underlie IBM's construction, and analyze to determine whether communication interventions change the main beliefs.

Along with the time that causes many changes, the easiest way to make it easy to realize the intention or intent to behave is to build a smart tool to facilitate the long-term investor, namely by building an internet of things. Thus, this will maintain the planned theory of behavior by creating internet stock trading. In research on [20], the results showed that the attitudes, norms, religion, knowledge, and support of the government influenced the intentions in choosing Islamic banking in Indonesia. However, price-fixing does not influence the selection of sharia banking in Indonesia, and it needs to be adjusted to sharia principles.

3.1 The Application of Planned Behavior Theory

The application of planned behavior theory can predict behavior by adding religion, knowledge, and government support or government policies that pay attention to Sharia principles closely related to beliefs. The specific purpose of this study is to examine the influence of attitudes, subjective

norms, and perceived behavioral control on intentions to change financial behavior. Financial literacy is incorporated into the model as an antecedent that influences not only attitudes, subjective norms, and perceived behavioral control towards changes in financial behavior, but also directed towards intentions to change financial behavior.

The three factors that determine behavioral intentions become more confident in investing in stocks if investors first get directions from financial consultants or things that, according to investors, such as financial masters, financial literacy that can help generate investor behavior. In [21], the results of the eleven intervention studies that were evaluated, nine resulted in changes in dietary behavior that were associated with treatment. Also, all but one study found changes in at least one TRA or TPB construct, while one study did not measure the construct. All studies used several types of quantitative designs, with two using quasi-experimental experiments, and eight using a randomized control design. Among the studies, four technologies were utilized, including e-mail, social media posts, information on school sites, web-based activities, audio messages in classrooms, interactive DVDs, and health-related websites. Two studies included goal setting, and four used persuasive communication.

3.2 Investor Behavior

Investor behavior can also change from three constructs. The change occurs when investors seek views, advice, which uses expert opinions or good experts as outlined in technology usage such as e-mail, social media posts, information on the site, web-based activities, interactive DVDs, and websites related to stock movements or using direct communication.

In ref [22], empirical findings show a significant direct relationship between switching intentions and respectively: behavioral beliefs, normative beliefs, attitudes, and subjective norms. The results also revealed a significant inverse relationship between intention to switch and control beliefs and perceived control behavior. Research limitations/implications the absence of a longitudinal study that measures the actual impact of mergers on customer diversion behavior is a major limitation.

3.3 Investment Decision Making

Investment decisions made by bank account holders to switch are not just behavioral beliefs, normative beliefs, attitudes, and subjective norms. But also pay attention to the length of time of observation, so that actual measurements can be done accurately. In [13], findings show that attitudes, subjective norms, and perceived behavioral control directly correlate to behavioral intentions to use internet stock trading. Planned behavior theory can be used to explain variations in behavior—actual intentions and usage. The findings suggest that attitude, subjective norms, and perceived behavior positively affect behavioral intention by using internet stock trading. Thus, other factors make the theory of reasoned action and planned behavior applicable to making a stock investment.

4 Conclusions

The theory of reasoned action and planned behavior theory remain interesting to conduct future behavior studies. Still, they need to add value to the services of stock investors to make it easier for them to gain certainty and increase their confidence in investing in shares. Then, not all groups focus only on profit (price) but need to pay attention to religion, government support through policies implemented by the government. Also, we need to pay attention to the length of time of observation, both past, and future so that the actual measurement can be done accurately.

Investor behavior can also change from three constructs, namely; views, advice, expert opinions as well as financial consultants as outlined in the use of technology such as e-mails, social media posts, information on the site, web-based activities, interactive DVDs, and websites related to stock movements or using direct communication, for example using internet stock trading or the internet of things because they all have a positive relationship to the intentions of the behavior of stock investors. To realize the intention or intent to behave in communication interventions, other means providing smart equipment, software that can do the calculation, and data (big data).

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