

A Qualitative Study of Investors' Behaviour during the Great Pandemic of 2020 : Evidence from BRICS Nations

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Abstract

The purpose of this paper is to understand the psychological state of investors and explore changes in investors' behaviour with regards to their investments during the COVID-19 pandemic among emerging economies of BRICS nations. The researchers employ grounded theory (GT) methodology in combination with thematic analysis (TA) to build an all-inclusive theory. Data has been collected from more than 500 newspaper and magazine articles with convergent interviewing from 16 retail investors and financial analysts. NVIVO 12 plus software has been used for thematic analysis. The inter-coder reliability has been checked with the Cohen Kappa test and Kendall's Tau test checked for concordance among themes. Concentrating on BRICS nations, the research provides a novel viewpoint by contributing to development of a theory that helps to understand mental state of investors and a change in their decision-making behaviour that is dissimilar from pandemics or economic downturns in the past.

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Keywords : Investor behaviour; BRICS; Grounded Theory; COVID-19; Pandemic; Qualitative; NVIVO

I. Introduction

INVESTMENT IS THE heart and soul of an economy by being a tidal wave for economic growth (Naik and Padhi, 2015; Purves, 1995). It is an indispensable part that keeps the economy alive. The Revival of the economy goes hand in hand with growth in investment especially permanent investment (Prudnikova, 2007; Kalandarovna and Ugli, 2020). The investors' decision in investing in a particular investment is a crucial parameter for research. The financial markets mechanism fulfils twin objectives of solving economic problems by infusing the savings of investors into the economy and at the same time helping investors with additional income (Boldyreva,

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