

**The impact of: financial literacy, religious belief, brokerage firms
on Palestinian investors' behavior**

(Exploratory Study on the individual investors in the Gaza Strip)

Ahmed A. M. Al-Afifi

zeco_afifi@hotmail.com

*Department of Accounting- Zhong Nan University of
Economic & law*

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Abstract:

The study aims to examine the effect of financial literacy, religious belief, and brokerage firms on the investors' behavior in Gaza strip through distributing 63 questionnaires to investors who are in brokerage firms' offices, then making statistical analysis by SPSS program.

The study found that the financial literacy level of investors is low, where there are misunderstanding in investing concepts and the risks resulted. Also, they depend on the media, rumors and following-up shares personally to make investment decisions. Also, it resulted that the weak confidence between investors and brokerage firms when making investment decisions. As the religious beliefs play important role in investors' decisions.

The study advices to offer qualified staffs to providing financial suggestions to investors. Also, the need for the financial Market Authority to allow the brokerage firm to expand its services to include portfolio management, financial analysis, and providing financial and investment literacy courses for investors.

Key words:

Financial literacy – brokerage firms – religious belief – financial behaviors – investment decisions – financial markets.

تأثير محو الأمية المالية، الاعتقاد الديني، شركات الوساطة المالية على سلوك المستثمر الفلسطيني

(دراسة استطلاعية على المستثمرين الأفراد في قطاع غزة)

أحمد عبد الفتاح محمد سعيد العفيفي

الملخص:

هدفت الدراسة لدراسة تأثير محو الأمية المالية، الاعتقاد الديني، شركات الوساطة المالية على سلوك المستثمر الفلسطيني، وتم استخدام المنهج الوصفي التحليلي بتوزيع 63 استبيان على المستثمرين المتواجدين في شركات الوساطة المالية بغزة. وأظهرت الدراسة ضعف مستويات محو الأمية المالية بين المستثمرين، حيث تبين وجود سوء فهم للمفاهيم الاستثمارية ومخاطر عملية الاستثمار، بالرغم من تمتعهم بالقدرة والثقة على إدارة استثماراتهم بكفاءة. كما تبين اعتماد المستثمرين على وسائل الاعلام والاشاعات عند اتخاذ قرار الاستثمار، ايضا تبين وجود ضعف الثقة بين المستثمرين وشركات الوساطة عند اتخاذ قرار الاستثمار، وأن اقتراحات موظفي الشركات لا تلعب دورا في اتخاذ القرار الاستثماري. إضافة إلى أن الاعتقاد الديني يلعب دورا بارزا في قرار الاستثمار حيث يفضل المستثمرون الشركات التي تعمل وفق الشريعة الإسلامية. وأوصت الدراسة بضرورة توفير موظفين مؤهلين في شركات الوساطة لتقديم المشورة للمستثمرين، أيضا قيام هيئة سوق المال بالسماح لهم بتوسيع خدماتهم لتشمل إدارة المحافظ الاستثمارية، وخدمات التحليل المالي وتقديم دورات التوعية المالية والاستثمارية.

الكلمات المفتاحية:

محو الامية المالية - شركات الوساطة المالية - الاعتقاد الديني - السلوك المالي - القرار الاستثماري - الاسواق المالية.

1 Introduction:

In the developed and developing economies around the world, financial businesses and financial markets are becoming more complicated, where consumers, investors, and all individuals who have money now have many variety choices of credits and savings instruments provided by different entities, like banks and other institutions, and they face many risks and challenges.

Concurrently, deregulation of financial markets and financial businesses and reduction in costs caused by development in information technology and telecommunications have created in new products and services like internet banking which enable more consumer and investors to gain access to a greater variety of financial products. MTD (2010)

Investors may choose between a number of saving vehicles such as money market accounts, certificates of deposits and other products with different maturities and yields. Investors also have many opportunities to invest in stocks and bonds. Therefore, financial knowledge can help the people to budget and manage their income, and invest efficiently and avoid becoming victims of cheats, fraud, and a wrong decisions OECD (2005). Because all of these reasons, financial knowledge of an investors become an urgent issue. The individuals' investors represent a wide proportion of the trading value.

There are many factors affect investment decisions. Where many studies investigated a lot of factors such like age, gender, education, stock prices, type of financial market (Ater and Ater 2010), financial market efficiency (Research and Studies Center 2005, Jabbar 2004) financial information (Mike and Robbie 1996). Therefore, this study focused on three major factors affected on investment decision. Where this study examined the impact of financial literacy, religious beliefs, and the brokerage firms on investment decision and financial behaviors of Palestinian investors residence in Gaza strip who invest in the financial markets that allow dealing it through the brokerage firms working in Palestine.

1 Literature Review and Study question:

Before embarking on a project, it is an important to know what are other researchers studied and search in the field, in order to know where we are heading. Terre Blanche and Durrheim (2006) so, a researcher will addresses the previous work in the financial literacy field from most aspects.

The issue of financial literacy has become occupies more interesting of countries, governments and institutions since last two decades and in the future it is probably to become even more challenging, although there has been growing in the recent past, where the political and economic

developments have raised the importance of financial literacy and financial education.

OECD "Organization for Economic Co-operation and Development" defined financial literacy as the process that aims to improve the financial understanding of consumers/investors in financial products through providing information and facts, and specific knowledge about financial opportunities, choices, and consequences; Instructions to improve the skills and ability to understand financial terms and concepts, through the provision of training and guidance. As well as, objective advice that aims to offer more confidence to become more aware of financial risks and opportunities to make informed decisions and take effective actions that may improve their financial well-being. OECD (2005) while Jacob et al (2000) see that the financial literacy concept is a small part of money knowledge concept, where they divided money knowledge according to the ability of people to participate rewardingly in the economy to three concepts:

- Economic literacy or general knowledge related to economic functions such as prices, the interaction between supply and demand, and regulations and instructions.
- Consumer's literacy or knowledge of right and responsible economic actors and making right purchasing decisions through comparing price and quality.
- Financial literacy or personal financial knowledge. Financial literacy is the ability to understand financial concepts and issues to translate this knowledge skillfully into behavior.

Since the early 1990s, not many studies have been interested in financial literacy and it's important to improve the financial behavior of individuals. However, most of those studies found that the levels of financial literacy around the world remain very low like Campbell (2006) and Hilgert, Hogarth and Beverly (2003).

Financial literacy has long been considered as a major problem in communities, especially in poor households, women, and non-financial people. This is not only because of the lower levels of standards of formal financial education but also because of a lack of access to information.

In 2001, Alan Greenspan - 13th Chairman of the Federal Reserve of the USA - said about the important role of financial literacy: "Obviously, falling into financial distress is not solely the result of lack of knowledge about finance. But in many cases such knowledge could avoid or ameliorate the negative consequences of uninformed decisions".

OECD evaluated the financial literacy through survey data that was conducted in 2005 on 12 countries including the USA, European countries, Australia, and Japan. They found that financial literacy is very low among

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respondents especially between women, older people, and low-income households.

Campbell (2006) pointed out that the low level of financial education leads to poor financial decisions, which are likely to be reconciled with economic theory given that households have been found to make sub-optimal decisions that deviate from what economic theory suggests.

Courchane and Zorn (2005) conducted through examining the relationship between financial knowledge, financial behaviors and credit outcomes, they found that there is a direct positive effect by knowledge on credit behavior, while mistakes in making personal finance decision coming from lack of knowledge about personal finance issues, calling for knowledge gain to face this lack.

In Singapore. The Money SENSE Financial Education Steering Committee carried out in 2005 survey to examine if Singaporeans have basic level of knowledgeable about common financial products and services and if they have can make effective decisions in managing their money. They found that Singaporeans have a basic knowledge about money management, financial planning, and investment matters. Moreover, many Singaporeans save, monitor their spending.

Chen and Volpe (1998) studied the relationship between the financial literacy level and work experience, academic discipline, gender, age, nationality, income, and class rank. Through distributing questionnaires to 924 college students in the USA. They found that work experience, academic discipline, and class rank had significantly influence on financial literacy level, where the college students who has non-business majors, and those with little work experience had lower levels of financial literacy.

Volpe et al. (2002) show that online investors should have more knowledge than normal investors to succeed in the financial markets, where online investors are more likely to be surrounded by financial misinformation and manipulation. Their study that conducted on 530 investors demonstrated that online investors had higher knowledge than others. As well as, investors with higher income had more knowledge in investment than those with lower income, and investors with college or higher degree performed better than younger participants.

An investment decisions should making very carefully from individual and firms, where they cannot make a sound decision without financial knowledge. Al-Tamimi and Kalli (2009) evaluated the financial literacy of individual investors in UAE who invest in local financial market, and examine the relationship between financial literacy and the impact of the factors that effect on the investment decision, through questionnaire distributed to 290 of UAE national investors, divided into three parts, the

first part covered demographic, the second part identified 37 factors effecting the investment decision, and the third part covered financial literacy using exam-type questions. They found the financial literacy of UAE investors is far from the needed level, and the financial literacy level is affected by income level, education level, and workplace activity, also found that the high-income investors hold high education and work in the financial field and their financial literacy level is better than others, as well as comparing gender, women investors have lower of financial literacy level than men. But Yoong (2007) did not find the same results in USA sample (1277 cases) in his dissertation, where he found that financial literacy negatively affects stock market participations, even in a sample where wealth, education and financial literacy with high relative to general population. He investigated the role of financial literacy in financial decision-making where suboptimal behavior by making a crude distinction between illiteracy and mistaken beliefs. His model suggest that illiteracy and mistaken beliefs may have different result for behavior, where illiteracy usually lead to less participation if investors heat an equivocation, but mistaken beliefs can go in another direction.

Wu and Huang (2012) pointed out that the securities market in China is supported by the low-knowledge level investors, and there are two types of investment decisions, emotional decisions and intellectual decisions. The most investors classify of emotional type, and their decisions consider randomness of decisions. Therefore, he advises investors to learn securities investment knowledge and relevant to financial and legal knowledge, sociology, psychology, as well as, the investors should overcome their emotional weakness through practice to avoid market risk and obtain high yields.

Financial decisions have many risks, especially in cash and liquidity decisions. The main problem for most investors – individuals and firms – is how much money do these people need to hold as a liquid cash? Moreover, is there any risk if they hold more or less of cash than their needed? Therefore, the decision makers should have the basis level of financial literacy to be able on choosing the best decisions. Lusardi (2012), found through collecting several data from United State and other countries repots information about numeracy, financial literacy, and financial decisions that there are low level of numeracy in the adult population in United States, England, Germany, Sweden, Japan, and some other Europe countries, especially among elderly, women and those with low education attainment. So, their low level of financial literacy may effect on financial decision-making.

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Basheikh (2012) demonstrated that the adoption of Saudi accounting standard had no impact on the decisions of investors in the Saudi stock market, where he examined the requirements for disclosure of accounting information related to equities traded. On the Saudi stock market according to the Saudi accounting standard no.20 and the impact of requirement of this standard on the decision of investors in the Saudi stock market. That is mean the Saudi investors do not care with financial statement in making decisions.

Huhmann, and McQuitty (2009) show that the consumer who has ability and capacity in knowledge of financial concepts and the financial numeracy, he will have significant effects on financial management outcomes related to borrowing, saving, investment, and has indirectly effects on consumer's credit score.

Main problem for investors is an absence of an acceptable level of financial literacy that cause them misinterpret data and what the numbers mean. in addition that many individual investors have mistaken subjective beliefs in solving financial issues, so this problem could lead to flopping in an investment decision making such as which stock is better to purchase and what is the best time to make selling decision. As well as, the management of cash by spending it in the wrong place which leads to a shortfall in liquidity and may lead to lose good opportunities.

Financial literacy enables individuals to make informed decisions, and dealing with the financial complexities on daily basis, and managing financial life on a rigorous basis to avoid the anxiety of financial matters. Therefore, for investors, financial literacy helps them to increase their understanding of basic financial concepts such like risk and return, and more information about advantages and disadvantages of special type of investments.

Without financial literacy, investors as an individuals or companies may not make effective decisions for the purchase of the financial products and services they need or obtain on unneeded financial products and services. Therefore, financial literacy has become a pressing and definite need for all categories of society, individuals, companies and government. Wolfe-Hayes (2010) as well as, without financial literacy, investors may depend on other factors to help them in making investments decisions such as brokerage firms advices, friends investment decisions, financial market rumors, or other factors which lead them to make muddled decisions.

Financial literacy does not aim to teach investors and decision maker how to classify the financial transactions, it leave it to the accounting and finance staffs, where they know all procedures. Financial literacy aim to teach them how to use and interpret the data they give them through

financial reports which helping them in making better decisions. Lambert (2012)

Investors who have low level of financial literacy and knowledge of financial concepts usually depend on many sources to make their investment decisions; one of these sources is brokerage's firms' advices and suggestions. Chalmers and Reuter (2010) found that the demand for the higher-advice investment providers is related with many financial advisors, where they found that younger investors, less educated, and lower paid employees are more likely to choose to invest through a financial advisor.

OECD (2005) explained that in ordinary activity of the financial brokerage firms might not be in a position to provide financial education as already prescribed by the regulations in place in many countries. Therefore, financial brokerage firms should have a responsibility to provide clients information that clearly and accurately about the terms and conditions associated with the financial market they deal with.

Palestine exchange (2011) pointed out that in Palestine, there are ten brokerage's firms provide financial services related to Palestinian financial market that starts in 1997. Five of these firms followed to banks working in Palestine and other five are private firms.

The realities of the brokerages firms and main role is influenced by the factors affecting the Palestinian economy as a whole, through Political stability, legal environment, dealing with the dealers and the immaturity of investment awareness among a wide range of investors. All of these factors play an important role in drawing a picture the role of brokerage firms. However, brokerage firms play a significant role in attracting the public investors through providing awareness of the investment and identify the opportunities and risks that related to the process of investment and the market.

Financial services that offered by Palestinian brokerage firms are Varsity, such as financial intermediation for others and for brokerage firm through buy and sell orders on systems Stock Exchange, issuing agent, director of issuance, and portfolio management. Currently, brokerage firms' financial services increased as a result of the development of the stock market and the needs of the market continuously growing through new services that seek those companies to be presented to customers such as raising awareness about the public's investment dealers and buy and sell orders from other Arab financial markets.

Although the financial and investment awareness and consultants that provided by the brokerage firms. Many investors don't benefit from these consultants, where many Palestinian investors don't depend on the status of the company in terms of profitability, financial situation, it depends on how

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attractive the stock and its ability to achieve the heights capitalism, they may see company's financial performance is not good, but the demand for it in the market is large, and vice versa. Souk Al-Mal magazine team (2011) as well as, Hamed (2001) found that investors prefer to invest in companies with high profits, and high-volume, while do not care attention firms' debt measurements. Al-Sayegh and Hassan (1993) agree with Uweda and Hamed studies' results, where they found that the financial sources of information to guide investors in Saudi Arabia is not important to them and they do not depend on it.

Al-Ajmi (2009) studied the perceptions of Bahraini individual investors about corporate financial statements as a source of information for individual investors' investment decisions and what is information they like firms to disclose in these reports. Through distributing a mail questionnaire to 800 individual investors. With 42.6 % response rate. He found that individual investors depend on corporate financial statements as the most important source of information for their investment decisions. As well as, he pointed out that the difference between investors were regards the perception of the relative importance of the cash-flow statement, the income statement and which information items are needed for investors' decision-making.

Namroti and Owisi (2012) found in study conducted on 274 investors at Palestine securities exchange in Gaza strip through questionnaire was designed to examine the factors that effect on investors' manners and tendencies that many investors depend on media and rumors to know about stock prices. As well as, the staffs of brokerage firms are not fully component to help investors take their own investment decisions.

Most studies demonstrated that There is a lack of confidence between the investor and the brokerage firm regarding to dependence on their advice about buying and selling stocks, where most of the studies showed that investors do not rely on the financial statements, while relying on other sources in making an investment decision, therefore, these sources may lead them to make muddled decisions.

Although many investors depend on the other's choices, media, and rumors to make their investment decisions. They consider that companies they will invest to be working with Islamic requirements "Sharia". All financial markets in the Arab countries operate according to Islamic requirements, even some financial markets in foreign countries such as Malaysia, Indonesia work according to Islamic requirements "Sharia". These markets include industrial and services sectors and banks sector. However, some people consider investing in banks is not allow and is not compatible with Islamic requirements (Sharia) because it depend on the principle of interest (Reba) which is not allow in Islam. While others believe that

investment in the banking sector is not incompatible with Islamic requirements because it's not just based on the principle of interest loans, it provide other services such as deposit and withdraw, financial guarantee and other financial services.

The studies that conducted to test the effect of religious beliefs on investment decision are very little. Husain study (1998) is one of the most important studies in this filed, where he show through his study that explore a seasonal pattern, the Ramadan effect on the Pakistani equity market. He show that Ramadan has negative effects on the investors' behavior toward stock market in Pakistan because people in Ramadan devote more time to perform religious rituals. Therefore, the general economic activity slows down. He found that there is a significant decline in stock returns fluctuation in Ramadan month.

Sayyed et al. (2005) study's results was closed to Husain study results about the effect of Ramadan on stock returns, where they examined the effect of Ramadan on behavior of stocks in Saudi Arabia financial market during the period 1985-2000 using the conditional variance GARCH model. They found that there is unaffected on stock return during Ramadan but there is a significant decline in Volatility.

While Białkowski, Etebari, and Wisniewski (2012) do not agree with Husain study results, where they examined the relationship between religious practice and investment and the market's behavior during the month of Ramadan. the study which included 14 islamic countries, including Bahrain, Egypt, Saudi Arabia, Indonesia, Jordan, Malaysia, the United Arab Emirates and Turkey through testing of the data stock market index by Morgan Stanley Capital International (MSCI). He found that the average revenue rose significantly in 11 countries during Ramadan to reach 38.09%, compared with 4.32% during the remaining period of the year, which indicates that religious beliefs affect investor sentiment and their moods and thus affect their decisions.

Levi et al (2001) found that there is a significant effect of seasonal effective disorder such as religious and cultural events on stocks returns.

Frieder and Subrahmanyam (2004) examined the effects of Jewish sentiment on the US equity market through study the return and volume in major Jewish Holy Days on which the stock market remains open. the found that stock returns are significantly up on Rosh HaShanah (a festive day, commonly known as the Jewish New Year) and the prior two days, while they found in Yom Kippur (a somber day) and the day after that stock returns are significantly down on. They show this fluctuation in the volume of trading attribute their results to the sentiment of Jewish investors about these holidays.

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Porter and Steen (2006) explored the role of Christian investors and the responsibility to promote justice and stewardship through examining three models of integrating the Christian faith with investing in the stock market. The first model considers investing in the stock market with minimal ethical discretion; the second model looks at the practice of avoidance of the stock market. The third model examines the ethic of active stewardship, where individuals more closely monitor the ethical behavior of firms they found that Buying stock in a company makes one a part owner of that firm, and as an owner have responsibilities to promote justice and stewardship within that firm. As well as, they found that the goal of all Christians should be to encourage fair business practices, honest labor-management relations, care for the environment, and the production of goods that are truly useful in today's society.

Financial markets in Arab countries differ in the classification of shares traded, for instance, in the Saudi Arabia financial market, some Islamic illegal institutions classifies stocks according to their compliance with the Islamic requirements "Sharia", where stocks were divided into pure stocks, non-pure stocks, and mixed stocks. The definition of a pure stock is stock of companies that avoid dealing in interest "Riba" borrow or lend, and allowed to deal in Islam. While non-pure stock is stock of companies that most their dealings with interest "Riba" such as commercial banks, insurance companies and cigarette companies. This stock prevented in Islam. Last kind mixed stock. It is stock of companies that some transactions resulted by non-pure source, such as investment in mixed portfolios. Muslim scientists differ on the permissibility of deal.

Abdul Rahman et al. (2010) compared the Islamic indices standard that used in Dow Jones Islamic Market Index (DJIM) with Kuala Lumpur Stock Exchange Shariah Index (KLSESI) through examining the level of debt and level of liquidity of 642 listed companies in the Bursa Malaysia in 2006. They found that the KLSESI does not use both the criteria set by the DJIM as its measures during the screening process, where the results of the level of debt criterion show 44.07 % of the companies depend heavily on debt to finance their capital. However, the results for the level of liquidity criterion are not as extreme as the level of debt where it shows only 17 percent of the companies listed under the KLSESI are liquid.

Basheikh (2007) resulted that the Saudi financial market is investments short-term market, not investment long-term market. As well as, the Islamic environment in Saudi Arabia affects in financial market, where investor do not prefer to invest in non-pure stocks. Also, he show the stocks classification in Saudi financial market was due to religious beliefs where there is no the same classification in other Arabic financial markets.

As we see, financial literacy, religious beliefs, and brokerage firms' effects have been discussed in different aspects. Some studies examine many factors affected investment decisions such as financial market efficiency (Research and Studies Center. 2005, Jabbar. 2004), financial information (Mike and Robbie. 1996, Basheikh. 2012), type of financial market (Ater and Ater. 2010), and parental involvements Calamato (2010). As well as, some studies discussed the financial literacy (Lusardi. 2012, Lambert 2012, Basheikh 2012, Wu and Huang 2012, Wolfe-Hayes 2010, Huhmann and McQuitty. 2009 Campbell 2006, Courchane and Zorn 2005, Volpe et al. 2002, Chen and Volpe 1998) where they found that the low level of financial literacy and financial numeracy especially among women and elderly. Some researches discussed the effects of brokerage's firms on investors decisions (Namroti and Owisi 2012, Souk Al-Mal magazine team. 2011, Al-Ajmi 2009, Hamed. 2001, Al-Sayegh and Hassan. 1993) where those studies demonstrated that there is a lack of confidence between the investor and the brokerage firm regarding to dependence on their advice about buying and selling stocks. For religious beliefs, a little researches studied these factors (Białkowski, Etebari, and Wisniewski. 2012, Abdul Rahman et al. 2010, Basheikh 2007, Porter and Steen 2006, Sayyed et al. 2005, Frieder and Subrahmanyam 2004, Levi et al 2001, Husain study 1998) because most or may be all companies in financial markets in Arab countries work with Islam requirements.

This study try to complements to other researches, where will examine the effect of financial literacy, brokerage firms, and religious beliefs financial behaviors related to in investing decisions. So, the study will make a modest contribution to theoretical development through focusing on neglected area of investments behavior through trying to answer the following major question.

Is there influence of each of the financial literacy, brokerage firms, and religious beliefs on Palestinian investor behavior in investment decision making?

2 Methodology of the study:

The study used the survey research method of inquiry to test the hypotheses. It was considered the best approach to this study because it is empirically verifiable, and its deterministic, based on logic, and clear elaboration of cause and effect, as well as, survey research is general because it is conducted for the purpose of understanding the larger population from which the sample is drawn. Groves (2004)

2.1 Study hypotheses:

The study will answer the major question by a set of hypotheses through the framework of the study proposed, and the problems related to

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the financial investment behavior and relationship to investment decision, as a following:

H1: There is relationship between brokerage firms' advices & investment decision.

H2: There is relationship between financial literacy and investment decision.

H3: There is relationship between religious beliefs and investment decision.

2.2 Data collecting:

Data collecting are outsourcing of primary and secondary sources. Secondary sources consist of books, journals, and specialized publications on the subject of study, while primary sources will collect through distribution of questionnaires to study sample who represented as Palestinian individual investors in Gaza strip in order to examine the effects of financial literacy, brokerage firms, and religious beliefs on investing decision.

2.3 Questionnaire design:

Study considers in the questionnaire design that the questions are open-ended and closed questions to measure the financial literacy, brokerage firms' advices and the religious beliefs that affect investment decisions. The questionnaire consists of 66 questions, where 13 questions elicit demographic and socioeconomic information, 16 questions measure the influence of brokerage firms' advices on determining the investment decision, 27 questions measure the financial literacy on determining the investment decision, and 10 questions measure the influence of religious beliefs on determining the investment decision. The study used standardization scale - Likert scale - to answering questions. Then it used SPSS statistical program in order to examine the hypotheses.

Table (1): Likert scale.

2.4 Population and sampling structure:

The population of study focused on Palestinian individual investors in Gaza strip who are in the offices of brokerage firms and follow the movement of stocks trading by themselves. Random sampling technique used to ensure that all the relevant Palestinian investors represented. The target sample was 80 respondents, with 63 eligible responses used as the final sample, where the table (2) explore the main characteristics of sample.

Table (2): the study sample characteristics.

2.5 The validity and reliability of the questionnaire:

The study was sure of the validity and reliability of the questionnaire through pretesting by a pilot test conducted, as well as through statistical methods.

2.5.1 Pretesting:

Before distributing the questionnaire, a pilot test conducted. Fifteen questionnaires distributed to special academics and other educators in

financial behavior, financial markets, and statistical analysis. Cooper and Emory (1995) pointed out that the aim of a pilot test is conducted in order to detect weaknesses in design and instrumentation and provide proxy data for selection of probability sample". The questionnaire judgments were asked to pay special attention the comprehensibility of the statements, the time needed to complete the questionnaire.

2.5.2 Internal consistency test:

The Pearson correlation coefficient calculated between the scores of each paragraph of the questionnaire and the total score of its main category. The results were positive, where the most paragraphs statistically were significant at the 0.05 level of significance.

The internal consistency test of the questionnaire shows high degree of internal consistency, which demonstrated the correlation coefficient test between the statement and the total score of the category that there is a statistically significant of correlation at the level of 0.05 except three statements of 53 statements in three categories which scale used (only 5.6% of the statements testing showed it was not statistically significant at the 0.05 level of significance). This lead to increase the confidence in study instrument, and ensure that the questionnaire was valid for the study sample.

Table (3): Internal consistency test: "Pearson correlation coefficient".

2.5.3 Cronbach's Alpha method:

Cronbach's alpha method used to measure the reliability of the questionnaire, where the study found Cronbach's alpha value for each category and for questionnaire as a hole.

Table (4): Reliability of the categories by Cronbach's alpha method.

Data in table (4) that analyzed by Cronbach's Alpha demonstrate that all Cronbach's Alpha coefficients are above 0.70, and the overall reliability coefficient 0.906, which indicates that the questionnaire was an acceptable to be applied to the study sample.

2.5.4 Split-Half method:

Exploratory Sample grades were used to calculate the stability of questionnaire by Split-half method, where the study calculated degree of the first half for each category of the questionnaire, as well as the degree of the second half of the grades in order to calculate the correlation coefficient between the two halves. Then it made a modify of the length using Spearman- Brown Coefficient.

Table (5): Stability of the categories by Split-Half method.

Data in table (5) demonstrated that the score of stability by Split-Half method after adjustment were between (0.737 and 0.892), and the reliability coefficient for all categories was 0.671. Therefore, the questionnaire has an acceptable degree of consistency and can applied to the study sample.

3 Data statistical analysis and results:

In order to know the answers respondents, the study used percentages, the average of the answers, relative weights, the value of T-test, Std. error mean and significant level according to the requirements of the study.

H1: *There is a relationship between brokerage firms' advices and investment decision:*

Sample responds analysis demonstrated that the brokerage firms don't provide specialists and qualified staff with professional experience to assist investors in the selection of their shares and to avoid loss, where the study found that 63.5% of study sample's respondents were neutral, that's mean they disagreed as enough about providing of consultants help them to make right decisions. As well as, the brokerage firms advice and consulted does not play an important role in the investors' decision and the investors do not depend on brokerage firm employees suggestions, where more than 50% disagree with the suggestions of employees of brokerage firms.

On other side, the brokerage firms clarify the regulations and instructions relating to the investment process, where 73.3% of the sample study show that brokerage firm provide all information about regulations, instructions and conditions for the process of investment in each market and process costs that resulted by buying and selling stocks, also there are 69.5% of respondents agree that the brokerage firm supply them with a clear and permanent information constantly about the gainers and losing through the financial market web sites. Moreover, there are 67% favor the brokerage firms that provide database continuously updated about all financial markets that can invest.

However, a large number of investors believe that the information provided by the brokerage firm on stocks is not sufficient to influence the investment decision in specific shares (63.5%). As well as, there is difficulty in communication between the brokerage firm and investors when they need advice and consulted, where 61.6% respondents' opinions were neutral, therefore this means not fully agreeing with the performance of the brokerage companies.

Regarding the protection of investors and guarantee data confidentiality of data. Most of the study sample 87.6% reported that the brokerage firm ensure confidentiality and protection of financial data of investors.

Investors interested in the nature of the company's activities and its commitment to the legal controls. Where 68% of respondents said their interest nature of the company and the achievement of profit before investing in it. While almost 60% came their answers about their interest in investing in the shares of companies producing goods and services essential to the community were neutral. That means the more interests in the companies

which achieve higher profits regardless of the item provided (such as banks), but only if it commitment and work within the legal activities.

In general, the general direction of statements and paragraphs determined based on the result of the statistical test, where the first category got a rating of "neutral" 62.4% through demonstrating of 6 statements ranked "agree", 5 statements ranked "neutral", and 5 statements ranked "disagree". Thus, brokerage firms do not affect the investment decisions of investors with significant level of 0.076 and T-value is 1.806. So the first hypothesis is rejected.

Table (6): The effect of brokerage firms advices on investment decision.

H2: *There is a relationship between financial literacy and investment decision:*

Through the analysis of the opinions of study sample related to second hypotheses, the study found that many investors 76.5% have the ability and confidence to manage their shares for efficiency, where 74.9% of respondents believed that investment decision is a good way to increase the profits of wealth.

There are 80% of respondents are not aware of the concept of risk, where most investors sample of the study does not care and considers their ability to bear risk, although there are 79% of respondents believe that achieving large profits lead to achieve high risk, where just 71.4% are willing to bear the loss of trading in securities.

Many investors do not prefer to use their daily life or operating money in the investment process 65.4%. That means they used saved or unneeded money or through profits from the investment process, where 77.8% of respondents said that they re-invest part of the profits. Also there 66.7% of respondents withdraw the investment profits immediately realized, while a 70.2% reinvest the part of investment profits and save the other part in order to use it in other using. As well as, many respondents 70.2% save large amounts of money constantly to avoid any sudden financial problems, and 74% prefer to invest only unneeded money in the investment process.

Regarding to specialize training courses in financial literacy and investment awareness. The study demonstrated that 72.7% show that there is no specialized training courses in financial literacy and investment awareness, where 71.7% of respondents pointed out that a lack of specialists professionally and scientifically trainees is the cause of lack of motivation to attend training courses.

Personal experience of the respondents was the reason for increased expertise in making an investment decisions, where 74.6% of respondents reported that the frequently losses they have suffered increased their ability to make correct decisions and avoid loss afterwards. As well as, 76.5%

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recognize the importance of identifying the type of investment before dealing with him, where certain sectors exposed to seasonal or political fluctuations. In addition, there are 75.2% of respondents believed that the investment of the unneeded money is better than be saved as a deposits in the bank.

Regarding to investors beliefs about the investment process and the decision of stocks' buying and selling. There are 72.4% of respondents believe that their financial knowledge is enough to give them confidence in making an investment decision, while just 62.5% of respondents' answers about the hesitate when making an investment decision were neutral. This means that the belief and confidence degree of financial knowledge that they have is not enough and is not fully effective. In addition, 60.3% were neutral answers regarding the achievement of investment opportunities as a result of their understanding of the financial statements of companies. Therefore, the profits that achieved before were not a result of the financial knowledge resulting from education, but for other reasons. On other side, many of respondents 76.5% follow-up their shares personally by follow stock prices during the trading period, however they take a long time in making a purchase and sale decision, where the answers of 57.1% of respondents were neutral and this means that they take time when making a decision of buying and selling decision. Therefore, they may lose some investment opportunities and exposure to potential loss. Many investors does not diversify their investments (portfolio). Where only 68.6% of the study sample diversify their investments in different sectors, but many of them 75% know when to stop buying or selling stocks.

In general, the general direction of statements and paragraphs determined based on the result of the statistical test, where the second category got a rating of "Agree" 70.6% through demonstrating of 20 statements ranked "agree", 7 statements ranked "neutral". Thus, financial literacy affect the investment decisions of investors with significant level of 0.000 and T-value is 9.866. so the second hypothesis is accepted.

Table (7): The effect of financial literacy on investment decision.

H3: *There is a relationship between religious beliefs and investment decision:*

Through analysis of statements in the third hypotheses. The first statement demonstrated that many investors 71.7% prefer to invest in Islamic portfolios if financial markets have, as well as, 87.6% of respondents invest in shares based Shariah in their dealings. This is consistent with what is stated in the paragraphs of the second hypothesis that investors are interested in investing with companies that achieve profit, regardless of the

nature of the services provided but with the condition of its commitment to laws (such as banks).

The result of third paragraph which said “The lack of deal in stocks completely have the disruption to the wealth of the Muslims people” demonstrated to two difference opinions, where the first opinion 52.1% don’t accept about that because of their thinking that there are other resources in invest Muslims’ money. While other opinion accept because of thinking that the stocks investment are good choice to achieve profits.

Many investors of study sample 59% do not read the statute for companies that want to invest. They might depend on other sources such as financial reports of these companies, where 69.5% of the sample analyze the financial statements of companies that wish to invest.

In fifth paragraph, 66% of the respondents’ answers were neutral with respect to investing in companies that operate according to Islamic law and this confirms it depends on other factors that influence the investment decisions, but this does not mean that their investment with companies do not work according to Islamic law because the nature of companies in the financial markets in all Arab countries operates according to Islamic law.

Also, 67.6% of study sample don’t prefer to invest in companies that most of its revenues caused by the interests “Riba” or other resources not compatible with islamic requirements “Sharia” such as commercial banks or insurance companies. This stems from the religious belief that prevent this kind of investment. and 87.8% of the investors’ respondents do not prefer to invest in companies that provide goods and services not comply with islamic requirements “Sharia”. Moreover, most investors about 87.8% don’t prefer to invest in companies that provide services that are not compatible with Islamic requirements “Sharia”, such as cigarette companies and companies who selling lottery

There is no knowledge among many investors about the Islamic portfolios or Islamic filter, that is due to lack of availability in the financial markets that deal with brokerage firms in the Gaza Strip, where the results found pointed out that about half of investors study sample 52.4% don’t have information about Islamic filter or Islamic portfolios.

In general, the general direction of statements and paragraphs determined based on the result of the statistical test, where the third category got a rating of "Agree" 77.6% through demonstrating of 6 statements ranked “agree”, 2 statements ranked “neutral”, and 2 statements ranked “disagree”. Thus, religious beliefs affect the investment decisions of investors with significant level of 0.000 and T-value is 7.37. So the third hypothesis is accepted.

Table (8): The effect of religious beliefs on investment decision.

4 Conclusions and recommendations:

Through analysis and discussion of the theoretical and practical aspects, the study found that:

- ***The financial literacy level of investors is low.*** Where they have knowledge about how to manage stocks and when the best time to sell and purchase. However, this knowledge is not enough, where there are misunderstanding in investments methods and the risks that result. In addition, they are not aware of the concept of risk and does not considers risk bearing when they make investment decision.
- ***Investors prefer to use saved money or unneeded in the investment process.*** In order to avoid any sudden financial problems. However, many investors have the ability and confidence to manage their shares for efficiency.
- ***The Personal experience of investors was the reason for increased expertise and confidence in managing their investment,*** where the frequently losses they have suffered increased their ability to make correct decisions and avoid loss afterwards, as they depend on the other's choices, media, and rumors to make their investment decisions and follow-up their shares personally by follow stock prices during the trading period.
- ***There are a weak confidence between investors and brokerage firms when making investment decisions.*** because the second don't provide specialists and qualified staff to assist investors in the selection of the suitable stocks in order to avoiding loss, as well as, because the difficulties of contact with brokerage firms to ask their advice. Therefore, brokerage firms' advices and suggestions do not play important role for investors' decisions. However, the brokerage firms clarify all regulations and instructions relating to investment process and offered updating database about all financial markets that dealing.
- ***The religious beliefs play important role in investors' decisions,*** where the investors prefer to invest in companies that work according with Islamic requirements "Sharia" when they invest in foreign and Arabic financial markets noted that all companies in Arabic financial markets work according with Islamic requirements "Sharia".

The study recommends to:

- 1- The investors should have training courses in financial & investment awareness carried out by specialists' trainers.
- 2- The need to train employees of brokerage firms and provide qualified and expertise staff with efficiency in providing financial advices and suggestions for investors.

- 3- The need for the financial Market Authority to allow the brokerage firm to expand its services to include portfolio management and providing financial analysis, add to provide financial and investment literacy courses for investors.

The study is limited to brokerage firms operating in the Gaza Strip because of the difficulty of access to the West Bank, as limited to investors who are in the offices of brokerage firms and follow the movement of stocks trading by themselves. In addition, the study is limited to examine the effect of each of the financial literacy, religious belief, and brokerage firms on the investors' behavior because of the limited dealing in the Arab financial markets.

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Table (1): Likert scale.

	Likert scale				
	strong disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	strong agree (SA)
Value	1	2	3	4	5

Table (2): the study sample characteristics.

statements	No.	%	statements	No.	%
Investors' age:			Education level:		
Less than 30 years.	13	20.6 %	Less than bachelor.	2	3.2 %
31-40 years.	25	39.7 %	Diploma.	12	19.0 %
41-50 years.	16	25.4 %	Bachelor degree.	33	52.4 %
more than 50 years	9	14.3 %	Higher education.	16	25.4 %
Total	63	100 %	Total	63	100 %
Education major::			Financial and investment literacy courses:		
Financial collage.	29	46.0 %	Yes.	19	30.2 %
Non-financial collage.	34	54.0 %	No.	44	69.8 %
Total	63	100 %	Total	63	100 %
Occupation:			investment objective:		
Employee – worker.	43	68.2 %	Short-term investment.	35	55.6 %
Business owner – trader.	11	17.5 %	Saving.	5	7.9 %
Retire.	9	14.3 %	Long-term investment.	23	36.5 %
Total	63	100 %	Total	63	100 %
Investing experience age:			Investing amount:		
Less than 3 year.	24	38.1 %	Less than 10,000 \$.	31	49.2 %
3 year – 5 years.	14	22.2 %	10,001 – 50,000	19	30.2 %

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statements	No.	%	statements	No.	%
		%	\$.		
5 year – 10 years.	21	33.3 %	50,001 – 100,000 \$.	11	17.4 %
More than 10 years.	4	6.3 %	More than 100,000 \$.	2	3.2 %
Total	63	100 %	Total	63	100 %
Investment by sector investees:			investment objective:		
Banks.	26	41.3 %	Short-term investment.	35	55.6 %
Mobile & communication.	27	42.8 %	Saving.	5	7.9 %
Investment companies.	10	15.9 %	Long-term investment.	23	36.5 %
Total	63	100 %	Total	63	100 %
The retention period on the stock:			The way to choose purchased stocks:		
Less than one month.	28	44.4 %	Random way.	5	7.9 %
1 month – 1 year.	22	34.9 %	Friends' consultation.	25	39.7 %
1 year – 5 years.	11	17.5 %	Company's Financial reports	33	52.4 %
More than 5 years.	2	3.2 %	Total	63	100 %
Total	63	100 %			
Investment capital:					
Personal financing.	52	82.5 %			
Family financing.	11	17.5 %			
Total	63	100 %			

Table (3): Internal consistency test: “Pearson correlation coefficient”.

Category (1): The impact of brokerage firms on investors' behavior to make investment decisions.	name	Pearson coefficient	Sig
Intermediates provide qualified consultants to	V101	0.520	0.000

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help me to making right investment decision.			
I am fully depending on the staff of Intermediates firms in making an investment decision.	V102	0.550	0.000
The staff advices and suggestions of Intermediates firms are very important in making an investment decision.	V103	0.497	0.000
I chose the company that invested based on the suggestions Intermediates firms.	V104	0.522	0.000
Intermediates firms interested in clarifying the rules and regulations relating to the investment process.	V105	0.304	0.015
Intermediates firms' staff to make investors focus on investing in certain financial market itself.	V106	0.361	0.004
The staff brokerage (Intermediates) firms provide the clear and reliable information about shares trend "gainers and losers" constantly.	V107	0.345	0.006
An information that providing by Intermediates firms are sufficient to influence my investment decisions	V108	0.255	0.044
I think that brokerage firms provide an updating database of all approved financial markets on time.	V109	0.253	0.046
Brokerage firms included confidential financial data.	V110	-0.35	0.785
There is easy communication between me and brokerage firms to inquire taken it Counseling at any time and in all ways so they adopted fully.	V111	0.607	0.000
Most of the stocks that it has invested after taking the opinion of the staff of brokerage firms.	V112	0.625	0.000
Relied on the staff of brokerage firms in making an investment decision because they caused the financial profits before.	V113	0.580	0.000
I am interested in the type of the investee company, such as banks when making an investment decision.	V114	0.521	0.000

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I invest in shares of companies linking their investments and activities with Islamic values and behavioral ethics.	V115	0.758	0.000
My investments are concentrated in the stocks of companies produce an essential commodities to people.	V116	0.740	0.000
Category (2): The impact of financial literacy on investors' behavior to make investment decisions.	name	Pearson coefficient	Sig
I have a confident in ability to manage my stocks as a professional.	V201	0.518	0.000
I buy stocks after taking into account my ability to bear risk.	V202	0.609	0.000
I use cash reserves to buy the stock.	V203	0.415	0.000
I do not use main cash to buy the stock.	V204	0.530	0.000
I think the investment in stocks is good way for increasing income and wealth.	V205	0.576	0.000
I personally follow my shares through follow-up stock prices during the trading period.	V206	0.533	0.000
I take the investment profit as a cash when it happen and not leave it.	V207	0.431	0.000
I re-invest a part of investment profits.	V208	0.229	0.071
I always save a part or all of investment profits for future.	V209	0.313	0.013
I am taking the investment decision quickly enough without delay.	V210	0.294	0.020
I am saving large amounts of cash constantly to avoid any sudden financial problems.	V211	0.334	0.007
I prefer to invest un-need money in purchasing stocks.	V212	0.405	0.001
I prefer to choose the most liquid investment..	V213	0.297	0.018
There is no professional courses in investment knowledge.	V214	0.573	0.000
I didn't attend professional financial courses because i think that there is no professional trainer	V215	0.260	0.040
I think that the frequency of my loss in investing increase my ability to make effective decisions to avoid achieve loss again.	V216	0.417	0.001
I aware the importance of recognizing the type	V217	0.558	0.000

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of investment before dealing it.			
I am ready to invest savings money in the purchase of investments in new stocks.	V218	0.357	0.004
I think it is worthwhile to invest my surplus money rather than saved in the bank as deposits.	V219	0.479	0.000
I think that my level of financial literacy is enough to increase my confidence in making investment decision.	V220	0.322	0.001
I do not hesitate in making investment decisions because of the high level of financial knowledge that I have.	V221	0.516	0.000
I achieved a lot of investment chance last year because of my ability to understand and interpret financial reports.	V222	0.595	0.000
I diversified investment in the shares of multiple companies.(portfolio)	V223	0.486	0.000
I always know the best time to stop stock purchasing.	V224	0.563	0.000
I always know the best time to sell my stock.	V225	0.539	0.000
I always ready to bear the loss of trading in securities.	V226	0.686	0.000
Big profits are likely to achieve a high risk.	V227	0.500	0.000
Category (3): The impact of religious belief on investors' behavior to make investment decisions.	name	Pearson coefficient	Sig
I invested in Islamic investment portfolio if available in the financial market.	V301	0.209	0.100
I prefer to invest in securities of companies characterized Islamic controls.	V302	0.720	0.000
The lack of deal in stocks completely have the disruption to the wealth of the Muslims people.	V303	0.635	0.000
I consider the Statute of the issuing company shares that i wanted to invest in it.	V304	0.652	0.000
I invest if the main activity of the issuing company of the shares is belong or control to Islamic requirements.	V305	0.726	0.000
I Consider and analyze the financial statements of companies that invest in shares.	V306	0.565	0.000
I do not invest in shares of companies that	V307	0.549	0.000

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most of its revenue come from the interest of their deposits in banks.			
I do not invest in shares of companies that most of its revenues as a result of dealing with goods and services illegal (not follow to Islamic requirements).	V308	0.548	0.000
I have enough information about the islamic filter (the guidelines of sharee'ah to invest in securities).	V309	0.667	0.000
I invest in stocks of companies that consider the Islamic requirements and controls for their economic activities.	V310	0.514	0.000

Table (4): Reliability of the categories by Cronbach's alpha method.

Category	No. of paragraphs	Cronbach's alpha
Category (1): The impact of brokerage firms on investors' behavior to make investment decisions.	16	0.823
Category (2): The impact of financial literacy on investors' behavior to make investment decisions.	27	0.844
Category (3): The impact of religious belief on investors' behavior to make investment decisions.	10	0.862
Total of Categories	53	0.906

Table (5): Stability of the categories by Split-Half method.

Category	paragraphs	Spearman-Coefficient
Category (1): The impact of brokerage firms on investors' behavior to make investment decisions.	16	0.737
Category (2): The impact of financial literacy on investors' behavior to make investment decisions.	27	0.823

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Category (3): The impact of religious belief on individual behavior to make investment decisions.	10	0.892
Total of Categories	53	0.671

Table (6): The effect of brokerage firms advices on investment decision.

Category (1): The impact of brokerage firms on investors' behavior to make investment decisions.	Mean	%	trend	Std. error mean	t-value	sig
Intermediates provide qualified consultants to help me to making right investment decision.	3.17	63.5	N.	0.133	1.313	0.194
I am fully depending on the staff of Intermediates firms in making an investment decision.	2.48	49.5	D.	0.111	-4.739	0.000
The staff advices and suggestions of Intermediates firms are very important in making an investment decision.	3.22	64.4	N.	0.114	1.947	0.056
I chose the company that invested based on the suggestions Intermediates firms.	2.67	53.3	D.	0.126	-2.646	0.010
Intermediates firms interested in clarifying the rules and regulations relating to the investment process.	3.67	73.3	A.	0.109	6.143	0.000
Intermediates firms' staff to make investors focus on investing in certain financial market itself.	2.59	51.7	D.	0.135	-3.055	0.003
The staff brokerage (Intermediates) firms provide the clear and reliable information about shares trend "gainers and losers" constantly.	3.48	69.5	A.	0.153	3.108	0.003
An information that providing by Intermediates firms are sufficient to influence my investment decisions	3.17	63.5	N.	0.137	1.277	0.207
I think that brokerage firms provide an updating database of all approved financial markets on time.	3.35	67.0	A.	0.140	2.498	0.015
Brokerage firms included confidential financial data.	4.38	87.6	A.	0.089	15.537	0.000

The impact of: financial literacy, religious belief, brokerage firms

There is easy communication between me and brokerage firms to inquire taken it Counseling at any time and in all ways so they adopted fully.	3.08	61.6	N.	0.147	0.539	0.592
Most of the stocks that it has invested after taking the opinion of the staff of brokerage firms.	2.43	48.6	D.	0.108	-5.299	0.000
Relied on the staff of brokerage firms in making an investment decision because they caused the financial profits before.	2.54	50.8	D.	0.126	-3.664	0.001
I am interested in the type of the investee company, such as banks when making an investment decision.	3.35	67.0	A.	0.149	2.349	0.022
I invest in shares of companies linking their investments and activities with Islamic values and behavioral ethics.	3.42	68.4	A.	0.145	2.900	0.005
My investments are concentrated in the stocks of companies produce an essential commodities to people.	2.98	59.7	N.	0.158	-0.101	0.920
Total category (1)	3.12	62.4	N.	0.0684	1.806	0.076

Table (7): The effect of financial literacy on investment decision.

Category (2): The impact of financial literacy on investors' behavior to make investment decisions.	Mean	%	trend	Std. error mean	t-value	sig
I have a confident in ability to manage my stocks as a professional.	3.83	76.5	A.	0.105	7.859	3.83
I buy stocks after taking into account my ability to bear risk.	4.00	80.0	N.	0.093	10.718	1.000
I use cash reserves to buy the stock.	3.05	61.0	N.	0.133	0.359	0.721
I do not use main cash to buy the stock.	3.27	65.4	A.	0.118	2.286	0.026
I think the investment in stocks is good way for increasing income and wealth.	3.75	74.9	A.	0.088	8.522	0.000
I personally follow my shares through follow-up stock prices during the trading period.	3.83	76.5	A.	0.097	8.472	0.000
I take the investment profit as a cash	3.33	66.7	A.	0.136	2.455	0.017

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when it happen and not leave it.						
I re-invest a part of investment profits.	3.89	77.8	A.	0.096	9.231	0.000
I always save a part or all of investment profits for future.	3.51	70.2	A.	0.128	3.976	0.000
I am taking the investment decision quickly enough without delay.	2.86	57.1	N.	0.146	-0.976	0.333
I am saving large amounts of cash constantly to avoid any sudden financial problems.	3.51	70.2	A.	0.122	4.177	0.000
I prefer to invest un-need money in purchasing stocks.	3.70	74.0	A.	0.121	5.768	0.000
I prefer to choose the most liquid investment.	3.06	61.3	N.	0.155	0.410	0.683
There is no professional courses in investment knowledge.	3.63	72.7	A.	0.127	5.015	0.000
I didn't attend professional financial courses because i think that there is no professional trainer	3.56	71.1	A.	0.137	4.048	0.000
I think that the frequency of my loss in investing increase my ability to make effective decisions to avoid achieve loss again.	3.73	74.6	A.	0.102	7.178	0.000
I aware the importance of recognizing the type of investment before dealing it.	3.83	76.5	A.	0.097	8.472	0.000
I am ready to invest savings money in the purchase of investments in new stocks.	3.02	60.3	N.	0.144	0.110	0.913
I think it is worthwhile to invest my surplus money rather than saved in the bank as deposits.	3.76	75.2	A.	0.108	7.065	0.000
I think that my level of financial literacy is enough to increase my confidence in making investment decision.	3.62	72.4	A.	0.105	5.910	0.000
I do not hesitate in making investment decisions because of the high level of financial knowledge that I have.	3.13	62.5	N.	0.133	0.956	0.343
I achieved a lot of investment chance last year because of my ability to	3.02	60.3	N.	0.140	0.113	0.910

The impact of: financial literacy, religious belief, brokerage firms

understand and interpret financial reports.						
I diversified investment in the shares of multiple companies.(portfolio)	3.43	68.6	A.	0.143	3.005	0.004
I always know the best time to stop stock purchasing.	3.79	75.9	A.	0.099	8.013	0.000
I always know the best time to sell my stock.	3.75	74.9	A.	0.101	7.378	0.000
I always ready to bear the loss of trading in securities.	3.57	71.4	A.	0.127	4.484	0.000
Big profits are likely to achieve a high risk.	3.95	79.0	A.	0.127	7.508	0.000
Total category (2)	3.53	70.6	A.	0.053	9.866	0.000

Table (8): The effect of religious beliefs on investment decision.

Category (3): The impact of religious beliefs on investors' behavior to make investment decisions.	Mean	%	trend	Std. error mean	t-value	sig
I invested in Islamic investment portfolio if available in the financial market.	3.59	71.7	A.	0.131	4.475	0.000
I prefer to invest in securities of companies characterized Islamic controls.	3.38	87.6	A.	0.109	8.828	0.000
The lack of deal in stocks completely have the disruption to the wealth of the Muslims people.	2.60	52.1	D.	0.159	-2.492	0.015
I consider the Statute of the issuing company shares that i wanted to invest in it.	2.95	59.0	N.	0.171	-0.278	0.782
I invest if the main activity of the issuing company of shares is belong or control to Islamic requirements.	3.30	66.0	N.	0.167	1.803	0.076
I Consider and analyze the financial statements of companies that invest in shares.	3.48	69.5	A.	0.135	3.514	0.001
I do not invest in shares of companies that most of its revenue come from the	3.38	67.6	A.	0.135	2.828	0.006

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interest of their deposits in banks.						
I do not invest in shares of companies that most of its revenues as a result of dealing with goods and services illegal (not follow to Islamic requirements).	3.49	87.8	A.	0.150	8.283	0.000
I have enough information about the islamic filter (the guidelines of sharee'ah to invest in securities).	2.62	52.4	D.	0.147	-2.586	0.012
I invest in stocks of companies that consider the Islamic requirements and controls for their economic activities.	3.54	70.8	A.	0.137	3.930	0.000
Total category (3)	3.23	77.6	A.	0.109	7.37	0.000