

Abstract

This research explores the role of financial planning in personal wealth management, with a focus on how it influences investor behavior. As individuals increasingly seek to manage and grow their personal wealth, effective financial planning becomes essential to achieving long-term financial goals. This mixed-methods study examines how financial planning practices, including budgeting, retirement savings, and investment strategies, impact the decision-making processes and financial outcomes of investors.

In the quantitative phase, the study surveys individuals from diverse demographic backgrounds to assess their financial planning habits and how these relate to wealth accumulation, risk tolerance, and investment decisions. Statistical analysis is used to explore the correlation between the level of financial planning and investor behavior, such as asset allocation, portfolio diversification, and financial goal attainment. This phase also investigates the relationship between comprehensive financial planning and financial security in the long term.

The qualitative component includes interviews with financial advisors, wealth managers, and individual investors to provide deeper insights into how financial planning influences investor mindset and behavior. These interviews offer an understanding of the challenges and benefits of structured financial planning, as well as the role it plays in shaping investor confidence and financial decision-making. By combining quantitative and qualitative data, this study aims to provide valuable recommendations for improving financial planning practices to optimize personal wealth management strategies.