

The Effect of Individual Characteristic and Culture on investment decision.

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- **Abstract:** This study tried to test the relationship of Locus Control, Materialism, and Risk Attitude to the choice of investment products in mortality salience conditions where uncertainty conditions can occur at any time. The study used 115 samples induced in high VS low mortality salience conditions with participant response stimulus i.e. venture business investment products VS government bank deposits that reflected different levels of risk and different rates of return. The findings of this study of individuals in conditions of high materialism are more numerous who have venture business investment products with high risk and return at high SM conditions (24 vs. 15) and Individuals with more internal locus control who choose venture business investment products in conditions of high mortality salience (19 vs. 9) Comparison of groups of individuals with risk preference attitudes in conditions of high mortality salient as many as 16 people chose to invest in venture businesses compared to 8 people in low risk preference conditions who chose to make deposits in government banks.
- **Keywords:** Locus Control, Materialism, government banks.
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