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An Analytical Study On The Impact Of Real Time Information On Investment Decisions With Reference To RTT News.

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ABSTRACT: The investment environment has been significantly transformed by technological advancements and the increasing availability of real-time financial information. Investors now depend on instant access to market prices, news updates, volatility trends, technical indicators, and digital trading platforms to make faster and more accurate investment decisions. This study titled "An Analytical Study on the Impact of Real-Time Information on Investment Decisions with Reference to RTT NEWS" examines the influence of real-time information on investor behaviour, decision-making patterns, and investment preferences. The study is based on primary data collected from 178 respondents through a structured questionnaire, and statistical tools such as Percentage Analysis, Simple Average Method, Reliability Test, Mann–Whitney U Test, and Kruskal–Wallis Test were applied. The findings reveal that real-time financial information plays a vital role in investment decisions, particularly in market timing, portfolio adjustment, risk analysis, and profit forecasting. Factors such as volatility tracking, market trend analysis, technical indicators, and advisory services strongly influence investor choices. The study concludes that real-time information has become an essential component of modern investment decision-making by reducing uncertainty, improving efficiency, and enabling quick responses to market movements.

Key Words: Real-Time Information, Investment Decisions, Investor Behaviour, Financial Markets, Market Timing, Portfolio Adjustment, Risk Analysis, Technical Indicators, Digital Trading Platforms.

1. INTRODUCTION:

In today's rapidly evolving financial environment, access to timely and accurate information has become a critical factor influencing investment decisions. Financial markets are highly dynamic and are influenced by economic indicators, geopolitical events, corporate announcements, and policy changes. Traditional investment decisions were largely based on delayed reports and historical data. However, with the

advancement of digital technology, investors now rely on real-time financial information systems for quicker and better decisions. Platforms such as RTT News provide instant market updates, stock price movements, and financial news that help investors react immediately to changing conditions. Real-time information improves transparency, enhances efficiency, and increases investor participation. This study focuses on understanding how such information influences investment behaviour and decision-making.

2. NEED FOR THE STUDY

1. To understand the impact of real-time financial information on investment decisions in today's dynamic financial market environment.
2. To examine whether timely financial information helps investors make better decisions, reduce risks, improve confidence, and identify profitable market opportunities.
3. To analyze how financial news influences investor behaviour, particularly during volatile market conditions affecting buying, selling, holding, and portfolio decisions.
4. To evaluate the significance of RTT News in providing reliable and updated financial information useful for investors, analysts, media organizations, and researchers.

3. OBJECTIVES OF THE STUDY

- To study the impact of real-time financial information on investment decisions with reference to RTT News.
- To analyze how real-time financial information influences the buying, selling, and holding decisions of investors.
- To examine whether timely financial news improves investor confidence and decision-making efficiency.
- To identify the role of real-time information in managing investment risks and market opportunities.
- To measure the satisfaction level of investors towards the speed, accuracy, and usefulness of RTT News services.

4. REVIEW OF LITERATURE

Bouri, E., Gupta, R., and Roubaud, D. (2026) in their study "Real-Time News Sentiment and Stock Market Behaviour" examined how instant financial news influences investor reactions and stock price movements. The study found that positive real-time news improves investor confidence and increases buying activity. Negative news created immediate selling pressure in the market. The research concluded that timely financial information strongly affects short-term investment decisions. It emphasized the growing importance of fast news platforms for investors.

Kim, S., and Lee, J. (2026) in their study "Digital Financial Information and Retail Investor Decision-Making" analyzed how online financial news platforms influence small investors. The study found that investors depend heavily on instantmarket updates before buying or selling securities. Real-time alerts improved responsiveness during volatile periods. The study concluded that financial news services are important tools for retail investors.

Wang, H., and Chen, Y. (2026) in their study "Artificial Intelligence, News Analytics and Investment Decisions" analyzed the role of AI-based news systems in investment strategies. The study found that automated news analysis improves speed and accuracy of decisions. Investors benefited from instant classification of positive and negative news. The study concluded that technology-driven real-time information systems are reshaping modern investing.

Lopez, M., and Carter, R. (2026) in their study "Financial Media Credibility and Investor Confidence" examined how trusted financial news sources affect investor confidence. The study found that investors prefer verified real-time platforms over informal information channels. Accurate reporting reduced uncertainty during volatile markets. The study concluded that credibility is a key factor in investment decision-making.

Tetlock, P.C. (2007) in his study "Giving Content to Investor Sentiment: The Role of Media in the Stock Market" analyzed how media tone affects stock prices. The study found that negative financial news causes short-term decline in prices and higher trading activity. Investors respond quickly to financial news sentiment. The study concluded that media information shapes investment decisions.

5. RESEARCH METHODOLOGY

Research Definition:

According to Clifford Woody, Research is defined research as comprising defining/redefining problems, formulating hypotheses, collecting/organizing/evaluating data, making deductions, reaching conclusions, and testing those conclusions.

Research Design:

Research design is the overall strategic plan, framework, or blueprint that outlines how a research study will be conducted to answer specific questions. It guides the methods for collecting, measuring, and analyzing data to ensure the study is valid, reliable, and efficient. Key decisions include selecting the research approach, sampling methods, and data analysis procedures.

Descriptive research design

The nature of this research is descriptive. The main concept of descriptive research is the validation of the created hypothesis that describes the current state of affairs. This quantitative study aims to evaluate the

theory relationship between organizational climate and deviant work behavior. This chapter examines research design as well as data collecting and analysis.

Non-Probability Sampling

The nature of this research is descriptive. The main objective of descriptive research is to systematically describe the characteristics of a phenomenon or the relationship between variables as they exist in the present. This quantitative study aims to evaluate tenant preferences and the financial feasibility of commercial spaces. This chapter outlines the research design, as well as data collection and analysis methods, to provide a clear understanding of current trends and insights in commercial leasing decisions.

Convenience Sampling

Convenience sampling is carried out. Convenience sampling refers to the selection of a sample from a population based on ease of access and availability rather than random selection. In this method, data is collected from respondents who are readily available and willing to participate. Unlike probability sampling, convenience sampling does not ensure that every individual in the population has an equal chance of being selected. Since the selection is based on accessibility rather than chance, this method is known as the "Method of easy selection.

Sample size determination

In this study, an appropriate sample size was determined using a statistical approach suited for an unknown population. A pilot study provided key estimates, ensuring the calculation aligns with the desired confidence level and strengthens the reliability of borrower insights. To determine the required sample size for the study, the following formula for estimating a population mean is used

$n = (Z\alpha/2 \cdot \sigma / E)^2$

Where:

$Z\alpha/2$ = Critical z-score based on the desired confidence level

σ = Population standard deviation

E= Desired margin of error Substituting the values

$Z\alpha/2 = 1.96$ (for 95% confidence level)

$\sigma = 0.33993$

$E = 0.05$

Calculation of population standard deviation

$\sigma = p(1-p) = 0.8667 \times 0.1333 \approx 0.33993$

$p = 150/130 = 0.8667$

$n = (1.96 \times 0.33993 / 0.05)^2$

$n = (0.66627 / 0.05)^2$

$n = (13.3254)^2 \approx 177.6$

$n \approx 178$

Therefore, the required sample size for this study is approximately 178 respondents.

- Total Population: unknown population
- Sample Size Chosen: 178 respondents

NORMALITY TEST

- **Null Hypothesis H_0:** The data follows normal distribution
- **Alternative Hypothesis H_1**: The data significantly deviates from normal distribution

TESTS OF NORMALITY

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Real time info helps quick decisions	.288	179	.000	.824	179	.000
Delayed info causes poor decisions	.240	179	.000	.833	179	.000
Quarterly earnings influence decisions	.232	179	.000	.847	179	.000
Revenue growth is important	.203	179	.000	.853	179	.000
Financial reports are reliable	.243	179	.000	.834	179	.000
Government policy influences decisions	.207	179	.000	.853	179	.000
Global trends affect investments	.220	179	.000	.862	179	.000
Market news gives opportunities	.211	179	.000	.855	179	.000
Reliable platforms improve confidence	.211	179	.000	.856	179	.000
Prefer instant market updates	.244	179	.000	.857	179	.000
Platforms play important role	.243	179	.000	.830	179	.000

a. Lilliefors Significance Correction

A normality test was carried out for the eleven main questions of the survey using both the Kolmogorov-Smirnov and Shapiro-Wilk tests. The variables included Real time information in quick decisions, Delayed information causing poor decisions, Quarterly earnings influence indecisions. The results showed that the p-values for all these variables were less than 0.05, which indicates that the data do not follow a normal distribution. This means that the responses collected for these questions are skewed or not evenly spread, and therefore, non-parametric statistical methods should be considered for further analysis.

INFERENCE

From the above table, since p value < 0.05, H0 is rejected. The data significantly deviates from normal distribution.

Hence non-parametric tools are used.

NON- PARAMETRIC TOOLS:

The study is carried out using various non-parametric statistical tools. The statistical is useful for drawing inference from the collected information. Statistical tools used in this research study is,

- Mann – Whitney U Test
- Kruskal wallis test

MANN-WHITNEY U TEST

Null Hypothesis (H_0)

There is no significant difference between male and female respondents in their perception of investment decision-making influenced by real-time financial information, including evaluation of market timing, ability to assess financial risk, speed of reacting to real-time trading signals, dependence on financial news, and frequency of portfolio adjustments.

Alternative Hypothesis (H_1)

There is a significant difference between male and female respondents in their perception of investment decision-making influenced by real-time financial information, including evaluation of market timing, ability to assess financial risk, speed of reacting to real-time trading signals, dependence on financial news updates, and frequency of portfolio adjustments.

Ranks

	GENDER	N	Mean Rank	Sum of Ranks
evaluation of market timing	Male	71	93.53	6640.50
	Female	107	86.83	9290.50
	Total	178		
ability to assess financial risk	Male	71	87.25	6195.00
	Female	107	90.99	9736.00
	Total	178		
speed of reacting to real-time trading signals	Male	71	86.48	6140.00
	Female	107	91.50	9791.00
	Total	178		
dependence on financial news	Male	71	86.14	6116.00
	Female	107	91.73	9815.00
	Total	178		
frequency of portfolio adjustments	Male	71	85.26	6053.50
	Female	107	92.31	9877.50
	Total	178		

Test Statistics[a]

	Evaluation of market timing	Ability to assess financial risk	speed of reacting to real-time trading signals	dependence on financial news	frequency of portfolio adjustments
Mann-Whitney U	3512.500	3639.000	3584.000	3560.000	3497.500
Wilcoxon W	9290.500	6195.000	6140.000	6116.000	6053.500
Z	-.916	-.522	-.674	-.753	-.969
Asymp. Sig. (2-tailed)	.360	.602	.500	.451	.333

a. Grouping Variable: GENDER

FINDINGS

The Mann–Whitney U test showed that for all factors — Evaluation of market timing (p = 0.360), Ability to assess financial risk (p = 0.602), speed of reacting to real-time trading signals (p = 0.500), dependence on financial news (p = 0.451), and frequency of portfolio adjustments (p = 0.333) — the significance values were greater than 0.05, indicating no statistically significant difference between male and female respondents.

INFERENCE

Since all the significance values exceeded 0.05, it can be inferred that perceptions of real time information factors such as Evaluation of market timing, Ability to assess financial risk, speed of reacting to real-time trading signals, dependence on financial news, frequency of portfolio adjustments are uniform across gender, meaning male and female respondents.

Kruskal-Wallis Test

Null Hypothesis (H_0):

There is no significant difference in perceptions of location accessibility, proximity to transport hubs, flexible lease terms, rent affordability, and visibility opportunities across different occupation groups (Business Owner, Investor, Employee, Student).

Alternative Hypothesis (H_1):

There is a significant difference in perceptions of location accessibility, proximity to transport hubs, flexible lease terms, rent affordability, and visibility opportunities across different occupation groups (Business Owner, Investor, Employee, Student).

Ranks

	OCCUPATION	N	Mean Rank
market timing evaluation	Business owner / entrepreneur	54	105.96
	Investor	29	88.14
	employee (corporate/ startup)	77	78.21
	Student	18	90.61
	Total	178	
financial risk assessment	Business owner / entrepreneur	54	99.50
	Investor	29	91.76
	employee (corporate/ startup)	77	83.50
	Student	18	81.53
	Total	178	
responsiveness to trading signals	Business owner / entrepreneur	54	97.67
	Investor	29	80.53
	employee (corporate/ startup)	77	84.81
	Student	18	99.53
	Total	178	
financial news updates	Business owner / entrepreneur	54	93.73
	Investor	29	87.09
	employee (corporate/ startup)	77	90.22
	Student	18	77.61
	Total	178	
portfolio adjustment behavior	Business owner / entrepreneur	54	98.12
	Investor	29	73.90
	employee (corporate/ startup)	77	96.36
	Student	18	59.44
	Total	178	

Test Statistics[a,b]

	market timing evaluation	financial risk assessment	responsiveness to trading signals	financial news updates	portfolio adjustment behavior
Chi-Square	10.730	4.324	3.983	1.583	13.691
Df	3	3	3	3	3
Asymp. Sig.	.013	.229	.263	.663	.003

a. Kruskal Wallis Test

Test Statistics[a,b]

	market timing evaluation	financial risk assessment	responsiveness to trading signals	financial news updates	portfolio adjustment behavior
Chi-Square	10.730	4.324	3.983	1.583	13.691
Df	3	3	3	3	3
Asymp. Sig.	.013	.229	.263	.663	.003

b. Grouping Variable: OCCUPATION

FINDINGS

There is no significant difference in investment decision-making influenced by real-time financial information across different occupation groups (Business Owner/Entrepreneur, Investor, Employee, Student), including market timing evaluation, financial risk assessment, responsiveness to trading signals, use of financial news updates, and portfolio adjustment behavior.

INFERENCE

There is a significant difference in investment decision-making influenced by real-time financial information across different occupation groups (Business Owner/Entrepreneur, Investor, Employee, Student), including market timing evaluation, financial risk assessment, responsiveness to trading signals, use of financial news updates, and portfolio adjustment behavior.

6. SUGGESTION:

Investment platforms should improve the speed, accuracy, and reliability of real-time financial information to support better decision-making. User-friendly interfaces, customized alerts, advanced analytical tools, and secure trading systems should be introduced to enhance investor experience. Financial institutions should strengthen advisory services, provide investor education programs, and promote awareness regarding the effective use of real-time data. Continuous technological upgrades and customer feedback systems can further improve satisfaction and encourage wider participation.

7. CONCLUSION:

The study concludes that real-time financial information has become an essential factor in modern investment decision-making. Investors increasingly depend on timely updates, market trends, and expert guidance to reduce uncertainty, manage risks, and improve returns. RTT News and similar financial platforms play a significant role in providing reliable and updated information. As digital technology continues to grow, the importance of real-time financial systems will further increase, making them a vital component of future investment strategies.

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