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TITLE: METHODS USED BY INVESTORS WHEN MAKING INVESTMENT DECISIONS (AN APPLICATION IN AYDIN PROVINCE).

ABSTRACT

Stock markets are among the most risky markets in financial markets. Hence, stock investments are among the most risky investments. Therefore, investors should investigate thoroughly prior to making investments in stock markets.

There are number of decision making methods regarding to choosing stock for investment. Some of these methods are technical analysis, fundamental analysis and efficient market hypothesis that is refusing the validity of previously mentioned methods and behavioral/cognitive models.

The purpose of this study is to determine which one of the methods is used by investors in Aydın province when making stock investment decisions. With this aim 150 investors residing in Aydın province and making investments at, the investment department of various bank's have been researched by a survey.

The findings have been interpreted and the methods that have been used by investors in Aydın province when making stock investment have been determined.

KEY WORDS

Stock Investment, Stock Certificate, Technical Analysis, Fundamental Analysis, Efficient Market Hypothesis, Behavioral/Cognitive Finance Models.