
MODELAREA RELAȚIILOR DINTRE OPȚIUNEA DE A INVESTI ȘI COMPORTAREA INDIVIDUALĂ LA RISC ȘI NON-RISC AL INVESTITORILOR

MODELING THE RELATIONS BETWEEN THE INVESTMENT CHOICES AND INVESTMENT BEHAVIORS OF RISKY AND NON-RISKY INDIVIDUAL INVESTORS

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Abstract: The aim of this study is to model the behaviours of investors those who prefer risky and no risky investments via structural equation modelling. With this purpose, data set is collected from 642 risky and no risky investors in Afyonkarahisar city, Turkey. To collect data, a five type Likert scale questionnaire is prepared and analyzed via LISREL software. The results are given in related tables and figures.

Keywords: risk, individual investment behaviour, structural equation modelling