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Türkiye’deki Hisse Senedi Piyasalarında İşlem Yapan Erkek ve Kadın Yatırımcılara Göre Olası Farklılıkları/ Potential Differences Between Men and Women Investors In Stock Exchange Markets of Turkey

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A B S T R A C T

While government institutions and investment firms are important players in rapidly growing and globalizing world markets, increasing number of trades and possibility of high technologies in this World; individual number of investors become an important player. Nowadays, the funds and capital movements increasing from individual investors create a power to shape stock exchange and loan markets. Paralel to this change, number of women investors are increasing in these markets. To analyze the increasing roles of women in societies, financial behaviors and experience in financial markets of women should be supplied. In this study, it is aimed to compare the financial behaviors, perception and the concept of security of both women and men in Turkey. For this purpose, financial experience and women behavior against to risk are examined when women take some financial decisions. It is researched that whether women take more responsibility or not on their financial investment decisions. This topic is analyzed according to differences in geographic areas, behavior against to money in age differences, differences in their expectations for their retirement days and the size of financial investment plans. In addition to these, it is examined that women are more optimistic than men or not during financial crises.

KEYWORDS Behavioral finance; Individual investors; Investment