

Investigation of the effects of awareness and investor confidence on the efficiency of the Tehran Stock Exchange

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Abstract This study investigated the effects of awareness and investor confidence on the efficiency of the Tehran stock exchange. It is believed that capital markets in developing countries and the least developed in the form of semi-strong and strong are inefficient. The main purpose of the stock exchange, collection and allocation of financial resources is. The reason for the success of the growth, activity and efficiency takes on a special importance and sensitivity Stock Exchange. One tool that can play a major role in the performance of the stock market is booming, investment firms. In the past decade the transparency of financial markets as one of the variables to determine the most effective investment strategy in the financial markets has been. That is why this study is to investigate the relationship between knowledge and the confidence of investors in the stock market correlation coefficient was used. This study has six hypotheses, and all these assumptions have been tested at 95%. The results show that institutional trust variable variable of interpersonal trust is most effective and least amount of impact on the efficiency of the capital market in the Stock Exchange. Of course, investors care more than anything else to disclose financial information. **Key words:** Awareness, Trust, Stock Market Efficiency

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