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*The Effective Factors on Absorbing Investment of Real People in Stock Exchange Market
(Case Study: Isfahan Regional Stock Exchange)*

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Abstract

Today, recognizing the economic objectives of any country is unconceivable without general sharing its people. One of the ways for participation is stock exchange, because in this way, small and wandering savings of people will be led to productive and manufacturing direction, hence the production and economy circle will move on.

The main objective of the present study is to investigate the effective factors on absorbing investment of real people in stock exchange and in the case study form in Isfahan regional stock exchange. The above objective was tested by variables such as the history of interest, advertisement (in forming) about investment in the stock exchange, stock sharing culture, reference groups, economic factors, political factors, the brokers' function and the geographical location as the study questions.

The results obtained from the study indicate that factors such as the history of interest, stockholding culture, reference groups, economic and political factors are affective factors. The investments of real people in Isfahan regional stock exchange, political factors and having stock holding culture are considered as other important and influential factors. The results of the study could be useful for decision makers of stock exchange especially Isfahan regional stock exchange market, policy makers of investment section and all people engaged in developing and activity of Iran stock exchange market.

Keywords: Capital, Investment, Real people, Stock Exchange, Regional stock exchange

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- 1 . Investment Environment
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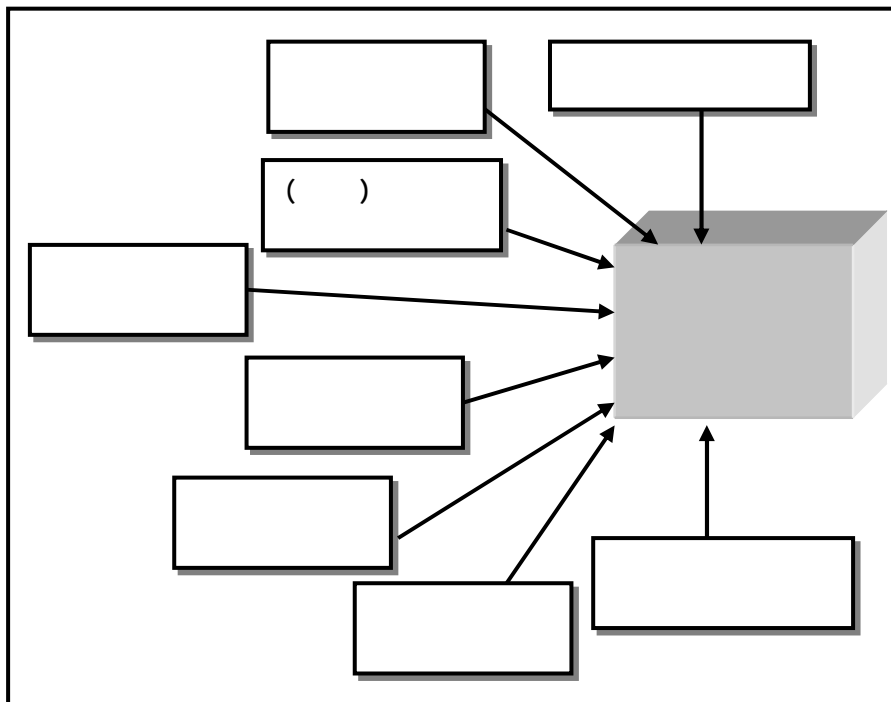
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$P \leq 5\%$

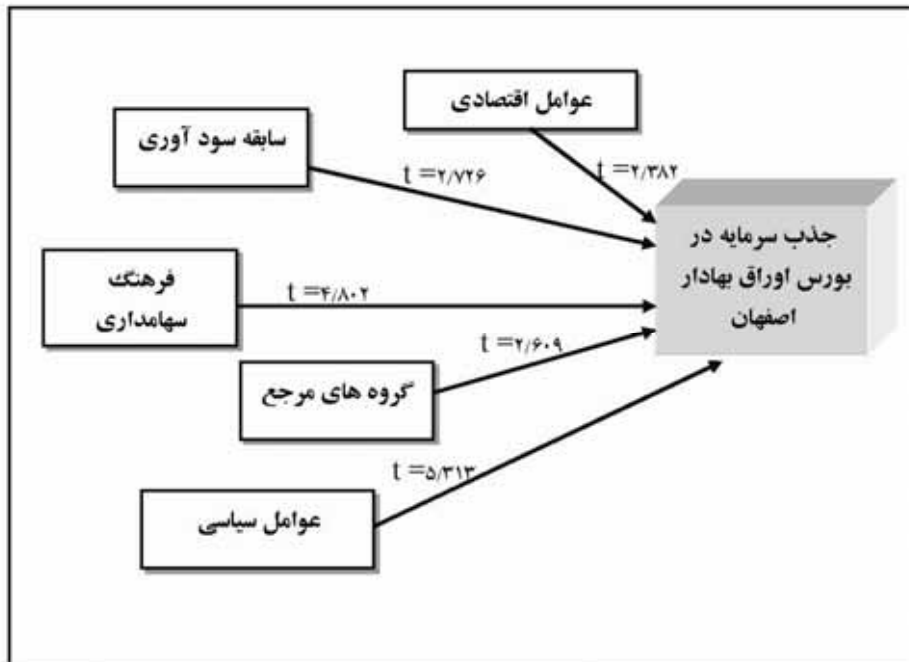
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$P \leq 5\%$

$$\begin{cases} H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4 \\ H_1 : \mu_1 \neq \mu_2 \neq \mu_3 \neq \mu_4 \end{cases}$$

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$P \leq 5\%$

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