

Identify and Prioritize the Antecedents and Consequences of Investor Confusion Management¹

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Research Paper

INTRODUCTION

Today, people with a very complex environment are faced with many choices, so confusion, especially in the discussion of services due to the unique nature of the person is obvious that this can often be due to various factors and ultimately affect his decision in such situations. There is an understanding of the nature, cause and consequences of investors' confusion, and the efforts of managers and trustees of the stock industry to manage the investor's confusion and simplify his path from decision-making to action has become a requirement in the stock industry; Therefore, what is important in this is the management of investor wandering, which is a stimulus for the growth and development of the existing space in the stock industry by creating a more appropriate relationship with the investor and solving the challenges ahead. The investor is done with the Delphi approach

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MATERIALS AND METHODS

The statistical population of this study includes 21 knowledgeable marketing and stock industry experts who have executive backgrounds in the field under study or who have lived experience in managing confusion and are among the knowledgeable experts who use purposive sampling (judgmental) and (Snowball) and were interviewed using semi-structured interviews to achieve theoretical adequacy or saturation. Thus, at first, according to the researcher's knowledge and objectives of the research, interviews were conducted with selected experts who had the ability and competence to answer the questions, and then other experts were introduced by them. It was observed that in order to ensure the interview, it continued until interview 21 until it reached saturation limit, and based on this, the required information was collected through them. Its validity and reliability were confirmed using the criteria of reliability, reliability, verifiability and transferability, and the reliability between the two coders for the interviews conducted according to the Holsti formula is 0.90, which confirmed the reliability of the coders (assuming an agreement between the researcher and the second coder). In order to qualitatively analyze the interviews and to identify the antecedents (causes) and consequences (consequences) of investor confusion management, the open, axial and selective coding method was used. Fuzzy Delphi questionnaire was used which its validity and reliability were confirmed by content validity and retest.

RESULTS AND DISCUSSION

After conducting interviews with experts, the text of the interviews were carefully examined and then analyzed using open, axial and selective coding methods, so that after the interview, open codes were extracted and then merged and Integration of open source code, core code and then selected code were determined, The results of coding in the form of antecedents or causes of

investor management confusion in the form of eleven factors, Includes efforts to eliminate investor confusion, the need to create dynamism in the industry, the need to build trust between stakeholders, the need to concentrate stray liquidity, efforts for social acceptance, low social welfare index, the need to develop economic index, the need to create disposable income for capital Investors, the need to introduce a transparent platform for investment, maintaining the existence and consistency of the industry, trying to introduce the stock industry And the consequences of managing investor wandering include eleven factors, Creating appropriate economic behaviors, shaping constructive changes in the industry, shaping a new lifestyle, creating investor economic security, growth and development of economic indicators, improving industry performance, reducing investment risk, generating income for the industry, the criterion of capital market Trading is to address the mental concerns of investors, to gain economic benefit for the investor.

CONCLUSION

According to the results of the research on identifying and prioritizing the antecedents and consequences of the stray management of the investor, it can be said that the results of the research determine what factors make the stray management necessary and what the consequences will be. Its stock market industry in the welfare and security of society and its role in economic prosperity Based on the results of this study, in order to identify the antecedents and consequences of investor wandering management, accurate and mixed marketing strategies and decisions can be presented to work in the stock industry and investor wandering, despite the fact that the industry can find out By focusing on the research results and considering them in the stock market industry, investors can be confused and the perceptual value of the stock market can be increased in the minds of customers and their desire for the stock market can be increased.

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