

BEHAVIOURAL FINANCE AND THE STUDY OF THE IRRATIONAL FINANCIAL CHOICES OF CREDIT CARD USERS

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ABSTRACT: Behavioral Finance researches the influence of psychology on those carrying out financial transactions as well as on the market behavior afterwards. Behavioral Finance is an interesting topic in that it helps explain why financial markets are less effective and how they are less effective. In this study, important issues such as behavior, Behavioral Finance, literature review related to the behavioral patterns of investors, behaviors of those carrying out financial transactions, over-confidence, financial conceptual incompatibility, theory of regret, and theory of expectations have been discussed. This study also aimed to determine the influence of color and shapes on the credit card choice of people. Data were collected via survey documents sent via e-mail to 130 people who are all credit card users.

Key words: Behavioral Finance, Human Behavior, Psychology, Behavior

JEL codes: A12, D01