

# **MAXIMIZING STOCK MARKET GAINS THROUGH BALANCED DECISIONS**

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## **ABSTRACT**

The outcomes of rational and irrational decisions in stock market investments have been mixed. Though our rational thoughts indicate that for optimizing the stock investment decisions, one needs to balance both, studies that have proved this are limited in Indian contexts. The three ways of decision making namely, rational, irrational (measured as intuitive decisions) and balanced decisions are analyzed for the specific impact on the outcomes of the decisions. It was found that the variance of the outcomes with the balanced decisions was more effective than that of the other two ways. The comparison of decision making strategies across demographic variables also showed significant association.

**KEYWORDS:** *Intuition, Decision-making, Rational, Irrational.*