## The value relevance of accounting information on stock market price for the investors' decision.

(With special reference to the financial ratios)

R. N. T. Rukshika

Department of Finance, University of Kelaniya, Sri Lanka

Rukshikat1994@gmail.com

## **ABSTRACT**

**Introduction** - The purpose of this paper is to examine the value relevance of accounting information on stock market price for the investor's decisions. This study significant when making investment decisions.

**Design/Methodology/Approach** - Sample consist with 35 manufacturing sector companies and used quantitative approach. Fixed effect panel regression analysis used as the methods of analysis.

**Findings** - EPS, NAVPS, CEPS and NOCFPS have positive and significant relationship with stock market price and DPS has negative and insignificant relationship with stock market price.

**Conclusion -** EPS, NAVPS, CEPS & NOCFPS are highly significant when making investment decisions. DPS is not significant for investors based on this research.

**Keywords:** Stock Market Price, Accounting Information, Value Relevance, Investment Decisions.