

The Relationship between Personality and Financial Products Preference
in Hong Kong

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Abstract

With the rise of Behavioral Finance, the importance of the study of investors' personality traits, behavior, investment strategies and risk preferences increases with time. Scholars and financial companies have put a lot of effort to design financial products that can meet investors' demand, and many related studies are continuously carried out as a result. Personality traits are one of those common study variables, and they can often explain personal behavior and performance. This study uses the big five Personality of personality traits to explore the relationship between that personality trait and risk preference. The targets of this study are Hong Kong residents and the number of valid questionnaires is 538 copies. It is expected that the research results can provide related suggestions and references to both the academia and the enterprises.

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