URN etd-0407109-183708-620
Author Woan-Tzu Lin
Author's Email Address No Public.
Statistics This thesis had been viewed 42 times. Download 17 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Goodness Test between Wealth Management Products and Customers' Risk Attributes: An Empirical Examination on Various Mutual Funds
Date of Defense 0000-00-00
Page Count 69

Keyword
Wealth Management
Goodness Test
Mutual Fund
Customers' Risk
Relations
before
system
issue

Abstract
The domestic investment environments on financial institutions have occurred severe change in recent years, and the interest rate still stays in low level. Basically, customers are difficultly to avoid the inflation risk. However, this will cause a negative real interest rate, when the saving interest rate is low and simultaneously the inflation is high. Nevertheless, the relaxed monetary policy recently has created a well investment environment, that is, the returns on various global investment products have gone up. This phenomenon leads the investors to withdraw their term deposits and seek these high return products. Unfortunately, these high return products will bring them great uncertainty, and consequently their risk attributes need to be specified.
Interest rate difference between borrowing and lending is no longer wide. And, default events from credit cards, cash cards, and other loans gradually become serious. Accordingly, how to earn riskless commissions will be more important for financial institutions. In addition, under the serious market competition, financial institutions should particularly consider the customs' attributes and give them suitable wealth management products. For this reason, the financial supervisory commission regulates that banks must inspect the customers' risk attributes before selling them wealth management products. Therefore, it will be an interesting issue now for classifying customers and providing them suitable wealth management products.
This study will divide the customs (from two domestic banks) into three groups: conservative, stable, and aggressive customers. Additionally, according to the Morningstar style box, the mutual funds will be divided into three groups by the portfolio of holdings: conservative, stable, and aggressive. First, this study employs regression approach using SPSS system to find out the characters of customs. Then this study examines whether the trading behaviors and characters of customs consist with the mutual funds properties. Finally this study divides the customers' investment behaviors into two classes, and examines the relations between customers' risk attributes and wealth management product properties.
Advisory Committee Hung-His Huang - advisor

Files etd-0407109-183708-620-001.pdf

indicate access worldwide
Date of Submission 2007-07-16