

The Psychology of the Chinese Investor and Investment decisions

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Abstract

The economic growth and the expansion of the financial markets, has given the Chinese consumer a number of investment products to choose from. Very few studies have been conducted on the Chinese financial consumer and on their investment decision making process. More such studies would enable a better understanding of the psychology of the Chinese investor and proper planning for future needs of the investor and giving more personalized financial advice. This paper presents some of the empirical work on the Chinese investor and highlights the role of culture in the investment decision making process.

Keywords: China, Financial Consumer, Behavioral Biases, Behavioural Finance, Culture