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The Dilemma of Investment Decision for Small Investors in the Hong Kong Stock Market

Abstract

This paper examines the dilemma of investment decision for small investors in the Hong Kong stock market. The survey was conducted between October and November 2008. The data were collected from 1,199 respondents via a questionnaire survey. The objective of this study is to examine the key factors (determinants) and the dilemma of investment decision that affect Hong Kong small investors. This paper addresses the determinants of possible ways to measure the level of investment decision.

Keywords: Behavioural Finance, Small Investors, Stock Market, Hong Kong

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