

A Comparative Study of Investor-Financial Advisor Perspectives on Wealth Management Services: An AHP Approach

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Abstract

Using the analytic hierarchy process method, this paper examines the relative importance of factors affecting investors' choice of wealth management services and the relative importance of criteria of wealth management services on which financial personnel emphasize. The results indicate that, in general, investors' first concern is products, while financial advisors stress most on quality of service. In terms of the sub-criteria under the main criteria of wealth management services, namely image, products, and quality of service, investors view reliability, risk, and confidentiality as the most important factors. On the other hand, financial advisors emphasize morality, risk, and confidentiality the most. Comparing the difference between the views of these two parties on wealth management services, it can be concluded that financial advisors should put more emphasis on products and professional and less emphasis on quality of service and diversification to meet investors' needs. Meanwhile, investors should stress the importance of morality and confidentiality when they choose wealth management services.

Keywords

Analytic hierarchy process; financial advisor; investor; wealth management