

THE RELATIONSHIP BETWEEN RISK APPETITE AND WILLINGNESS TO INVEST IN CRYPTOCURRENCIES

The aim of this paper is to investigate the impact of investors' risk appetite on their investment decisions in cryptocurrencies. The central question of the research is whether the level of risk appetite influences the interest in cryptocurrencies and what psychological and financial factors play a role in investment decisions.

The research used a questionnaire survey and interviews to investigate participants' investment habits and risk-taking propensity. In addition to the data analysis, interviews with HNB (Hungary National Bank) professionals provided interesting responses that gave insights into the risk management aspects of the cryptocurrency market, as well as regulatory and financial aspects. Based on the questionnaire, statistical analysis was used to measure the relationship between respondents' risk appetite and their cryptocurrency investments. I also used regression analysis to investigate which demographic and financial factors most influence investment decisions in cryptocurrencies.

The research results showed that investors with a high risk appetite are more likely to invest in cryptocurrencies. For example, among those with a low risk tolerance, the proportion of those who invest in cryptocurrencies is only 8%, compared to 28% of those who do not. In contrast, the proportion of cryptocurrency users in the high risk tolerance group is extremely high, reaching 16%, while non-investors represent only 3%. This result clearly demonstrates that risk appetite and investment in cryptocurrencies are closely linked.

In conclusion, the results of the research suggest that the volatility and potentially high returns of cryptocurrencies attract risk-taking investors, but that financial and technological literacy play a crucial role in determining who decides to invest in these instruments.