

## Executive Summary

The theory of *homo oeconomicus*, a theory still used today as the basis of many models, implies a purely rational behaviour of the private agent. The client should therefore maximize its utility by making full use of the information in its possession and minimizing both risk and resources.

However, this theory is not suitable for structured products: from a rational point of view, these instruments are too complex and composed of grey areas that limit their gain or even imply more risks. Despite this, a large part of the markets are made up of structured products, which, thanks to their particularity of being tailor-made to the customer's needs and their aversion to risk, have led more and more private agents to invest in them. In the case of perfect information, however, this observed behaviour should not exist from a rational point of view, which means that there is a different economic model that can explain this phenomenon. One of the models that approaches the approximation of human behaviour with structured products is the theory of the behavioural portfolio, which indicates a different conception of risk compared to *homo oeconomicus*, but above all of preferences that are not so precise and describable from the point of view of utility.

The basic idea of this paper is to sketch, through the knowledge acquired on the theory of *homo oeconomicus*, a rational private agent and to describe its behaviour towards structured products. Having thus verified that the theorized behaviour is different from the one visible in nature, the paper's continuum summarizes some research in the field of behavioural economics to discover what drives the human being to make rational choices. Among these reasons there is a limited availability of information regarding risks; the dieter's paradox, a false mental conception of risks; the weighting of probabilities and the wrong estimation of probabilities, which report an improvement in usefulness different from the rational one and, last but not least, man's overconfidence and his propensity for speculation.