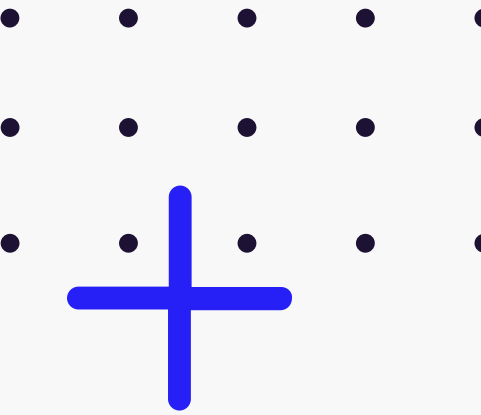


Seminar paper Review



“Factors affecting investment decision in Stock Exchange of Thailand (SET) among Thai university students in Bangkok area”

Pongsakorn Prateepsritorn

EE489 : Seminar in industrial economics



Outlines

+ Introduction

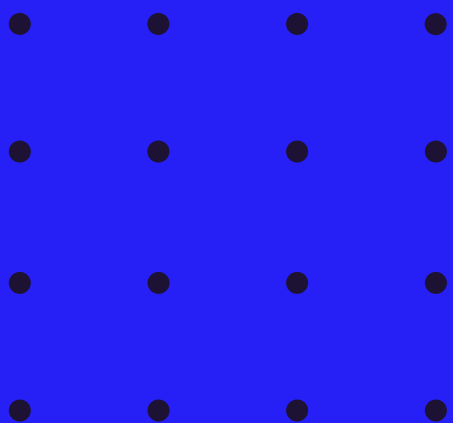
- Abstract
- Objectives

+ Methodology

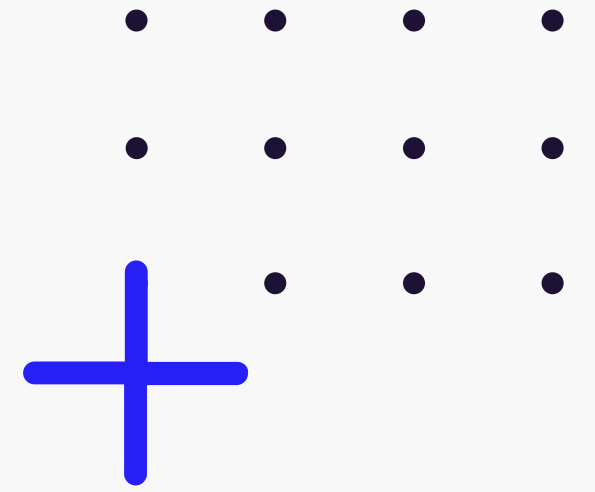
- Data Collection
- Data Analysis

+ Result

- Conclusion
- Critique



Introduction



INVESTMENT

“the process of laying out money now to receive more money in the future”

RESEARCH OBJECTIVES

- To Identify key factors that have significant impact on investment decision of the investor.

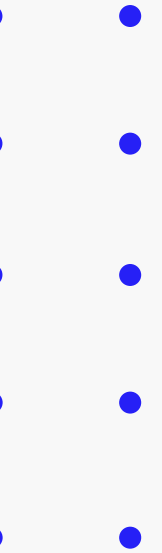


+ **Trading
Account**
Unit : account

+ **8.79**
2012

+ **17.21**
2017

STOCK MARKET



The collection of markets and exchanges where regular activities of buying, selling, and issuance of shares of publicly-held companies take place.



SET Index

A composite market capitalization-weighted price index which compares the current market value of all listed common stocks with its market value on the base date of April 30, 1975

+

1288.02

2015

+

1753.71

2017

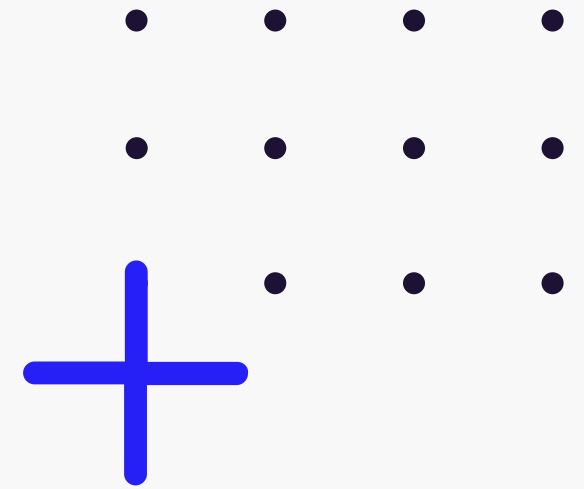
+

17 Trillion Baht

Market Value

Introduction

SCOPE OF RESEARCH



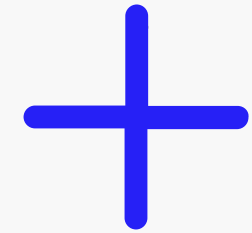
TARGET GROUP

- University students in Bangkok who was born between 1980-1997



Methodology

3 Section



- Variables
- Data Collection
- Equation





Variable 1

- Personal factors



Variable 2

- Risk tolerance (by using investment suitability test)



Variable 3

- Rate of return factors



Variable 4

- Risk exposed to investment



Variable 5

- Knowledge and understanding factors



Variable 6

- Securities company



Variable 7

- Political and economic factors

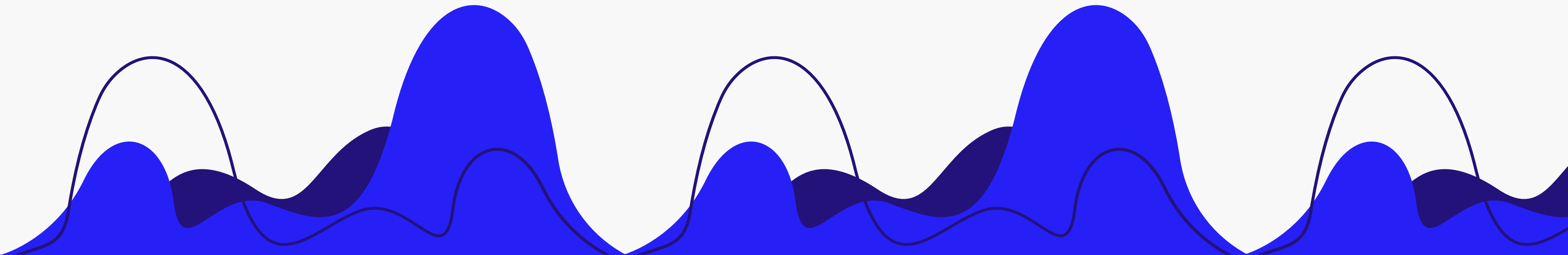
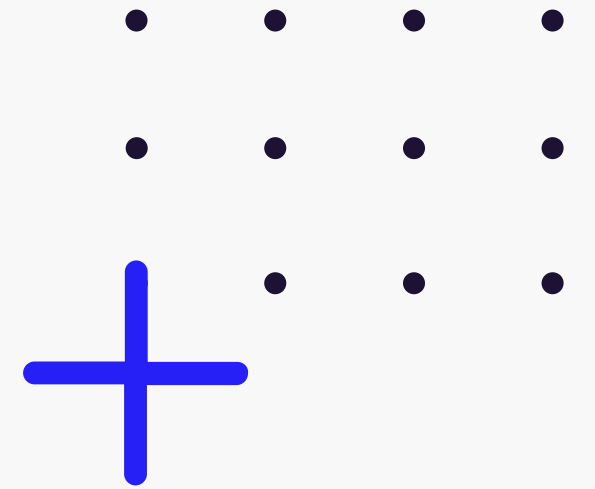
Methodology

Variables



Methodology

EQUATION



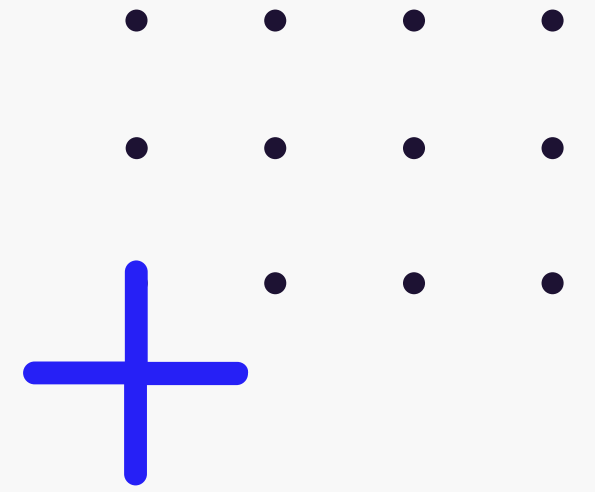
Factors affecting investment decision among Thai university students in Bangkok

- $\Pr (Y = j) = X_{ji} \beta_j + I_{ji} \delta_j + E_{ji} \gamma_j + L_{ji} \eta_j + G_{ji} k_j + O_{ji} p_j + M_{ji} \mu_j + \varepsilon_i \quad i = 1, \dots, 162, j=0,1$



Conclusion

Factors affecting investment decision in Stock Exchange of Thailand (SET) among Thai university students in Bangkok area



Close Relationship is one of the significant factor

- Marketing strategy in promoting stock trading account
- Hire famous teenagers or actress/ or actor who has popularity among university students to promote stock investment



Critique

+ Problem 1

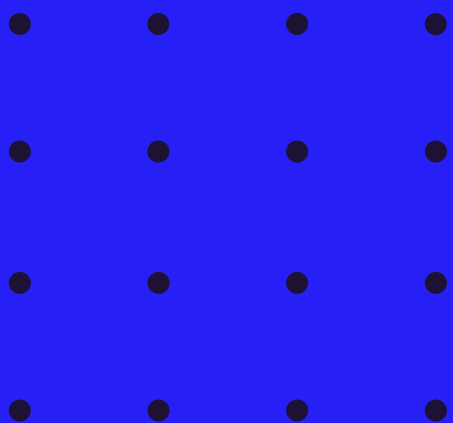
Fails to identify other social influences

+ Problem 2

Still unclear that what factors affect risk tolerance level

+ Problem 3

Survey Respondents





Solution 1

Elaborate on factors affecting risk tolerance level of university students

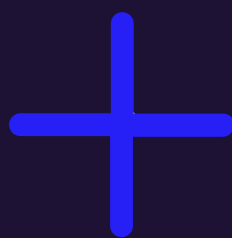


Solution 2

Collect more observation

Solution





THANK YOU

