

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

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This study aims to investigate the key factors affecting investment decision in Stock Exchange of Thailand (SET) among generation Y which university students are the scope of study. By using the tailored made questionnaire on decision making. In this paper, the author aims to investigate the keys factors affecting the new generation investors including including 1) family factor 2) risk tolerance factor 3) rate of return factor 4) risk factor 5) knowledge factor 6) broker factor 7) external factor. The author would like to emphasize the importance of investment and the behavior of investment whether these factors affect investment decision or not so that the securities companies and the banks utilize the result from the research to develop the products that fit the investors' need the most and understand the new generation investors' preference. Thus, this research paper will contribute valuable information about the investor's perception toward stock investment.

Methodology

For methodology, the author categorizes into 3 section which are 1) variables –details and definition on each factor and the equation used to run the regression model. 2) data collection 3) Equation – a probit model.

For the data collection, the author distributed the survey online via google doc questionnaire. The author sent the survey through undergraduate students' Line group and Facebook groups that relate to stock investment.

Conclusion

The key factors influencing investment decision in stock market among Thai university students are family factor and family factor. In reality, the result can be utilized in term of marketing strategy in promoting stock trading account. Since family factor is one of the significant factor then it may mean that university students tend to follow one who they have close relationship with.

Critique

This research paper fails to identify other social influences such as friends, expertise, and advisory from securities company. Moreover, it is still unclear that what factors affect risk tolerance level. Another limitation is time limitation in collecting the survey since author has only 162 respondents from the survey which might not be able to represent actual university student population in Bangkok. this would make the result bias. If author can collect more observation, the result may alter from this research.