

“Factors affecting investment decision in Stock Exchange of Thailand (SET) among Thai university students in Bangkok area” by Pongsakorn Prateepsritorn 5704641793

The objective of this study is to identify key factors that have significant impact on investment decision of the investor from one who invests and does not invest in Stock Exchange of Thailand which the target group is among generation Y. The data was collected by survey online through google form questionnaires. This paper also used regression to estimate the result, using probit model to find marginal effect. The dependent variable is probability of respondent to invest in Stock Exchange of Thailand while the independent variables included personal factors, risk tolerance, rate of return factors, risk exposed to investment, knowledge and understanding factor, securities company and political and economics factors. The result showed that family factor has significantly affected investment decision of university students which could be implied that they are likely to follow one who has close relationship with.

The question of this paper is interesting for me because I am the one who participate in investment. Thus, it will help me to understand about the factor that affect the investment decision. The dependent variable and independent variables were almost hold all factors and the result of the regression made me surprised. I unexpected that the family factor will have significantly affected investment decision of university students. However, I realized that the asset in SET didn't have only common stock. It also have derivative warrants and TFEX or even ETF. These investment instruments can also affected the investment decision in SET as it is an opportunity to make profit. For the independent variables, I think that the initial amount of invest should be concerned which this factor will affect the risk preference and expected return as well. Last but not least, for the economic and political factors, foreign political stability should be concerned as well. We can see that when the trade war had begun between USA and China, many investors invested in SET because they considered as safe haven asset. Thus, these are gap of the research that I have found. Nevertheless, overall of model that used, result, factors are great for me.