

Pimwalun Suwattikul 2019 : Factors and Personal Attitudes Affecting

Investment Decisions in Bond. Master of Arts, Major Field: Applied Finance,
Independent Study Advisor: Associate Professor Pattaragit Netiniyom, Ph.d.
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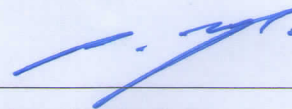
This research aims (1) to study the factors and personal attitudes affecting investment decisions in bond and (2) to study the relation between the personal attitudes and the factors affecting investment decisions in bond. The sample group was the 400 retail investors who have experience in investing in bond by using questionnaires as the tools for data collection. Statistics used to analyze descriptive data are frequency distribution, percentage, mean and standard deviation. Inference statistics are Chi-square Test and Cross Tabulation Table.

The research found that (1) the factors and personal attitudes affecting investment decisions in bond in the overview classified in "most" criteria, has the mean of 4.37. When considering each aspect, it was found that the investment aspect classified in more criteria, has the mean of 4.34 and the personal attitudes has the mean of 4.4, respectively. (2) The relation between the personal attitudes and the factors affecting investment decisions in bond, the hypothesis is that age, sex, education level, status, occupation and income per month are the variables that related to investment decisions in bond. The hypothesis test result showed that age and occupation related to investment decisions significantly, 0.05 in statistics. When considering each aspect, it was found that the investment aspect, age, sex, education level and income per month related to investment decisions significantly, 0.05 in statistics. And the attitude of investment decision aspect, age and sex related to investment decisions significantly, 0.05 in statistics. In case of the attitudes affecting investment decisions in bond, it was found that income per month is related to the proportion of liquid assets which are intended for investment significantly, 0.05 in statistics.

Pimwalun

Student's Signature

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Independent Study Report

Advisor's Signature

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