

Sumana Ahuwaree 2020: Factors affecting a decision to invest in bond mutual funds once taxes are to be collected. Master of Art, Major Field: Applied Finance, Independent Study Advisor: Assistant Professor Nattawoot Koowattanatianchai, D.B.A. 116 pages.

This research aims to study and discovers factors affecting the decision to invest in the bond mutual funds. It also intends to create awareness of main factors affecting retail investors' behavior towards bond mutual funds. Primary data is collected from the distribution of 401 questionnaires. Logistic regression estimation is used to determine statistically significant factors that affect the investment decision of retail investors once taxes are to be collected.

Selected factors subjected to the analysis have been identified as follows: gender, age, marital status, education, occupation, income, knowledge, investment experience and investment amount including tax and return, fundamental investment, economic and political and perception factors.

Logistic regression analysis shows a positive relationship between investment fundamental and investment decisions on bond mutual funds but investment experience, tax and return, economic and political are negatively related to the decision to invest in bond mutual funds once taxes are to be collected. Nevertheless, the legislations on bond mutual funds taxation has been in effect since August 2019. Every policy stakeholder has to closely observe and monitor behavior of both retail and other types of investors in the future.

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