

Pornsiri Wiwatchankit 2020: The causal factors affecting the investment decisions among Generation X and Generation Y investors in the fixed income fund during low-interest rate periods. Master of Art, Major Field: Applied Finance, Independent Study Advisor: Assistant Professor Pornwan Nunthaphad, D.B.A. 95 pages.

The objectives of this study were 1) to study the factors affecting the investment decisions; 2) to study the behaviors affecting the investment decisions; and 3) to compare the investment decision of the Fixed Income Fund, classified by demographic and investment behavior.

The data used in this study were obtained via the survey methodology, in which a questionnaire was used for data collection from 400 Generation X and Generation Y investors which the data used to analyze descriptive statistics T-test for the difference of 2 groups of variables using the t-test. The difference of more than 2 groups using the F-test and analyzed variables relationships using multiple regression analysis.

The results showed that

1) Differences in gender, marital status, occupation, education level and investment experience had indifferent effects on the investment decisions in fixed-income fund, while differences in age and income (per month) had different effects on the investment decisions in fixed-income fund.

2) Internal and external factors had significant effects on the investment decisions in fixed-income fund.

3) Differences in investment objectives, investment frequency, investment value, investment period, investment channels and participants in investment decisions had indifferent effects on the investment decisions in fixed-income fund.

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