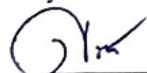


Saranya Lerkaewrat 2020: External and Internal Factors Affecting the Deposit of the Bank for Agriculture and Agricultural Cooperatives in Bangkok. Master of Arts (Applied Finance), Major Field: Applied Finance, Department of Finance. Independent Study Advisor: Assistant Professor Nattawoot Koowattanatianchai, D.B.A. 139 pages.

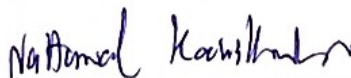
The objective of this independent study is to study external and internal factors affecting the deposit amount of the Bank for Agriculture and Agricultural Cooperatives (BAAC) in Bangkok Metropolis. 60 sets of secondary time series data, are collected monthly since the establishment of the Office of Metropolitan Branch Administration, covering the period between October 2014 - September 2019.

The datasets are analyzed using multiple linear regression techniques. Factors subjected to hypothesis testing are both external (gross domestic product, policy interest rate, general consumer price index, unemployment rate, number of branches of commercial banks in Bangkok Metropolis, fixed deposit interest rate, and the interest rate of savings of commercial banks registered in the country) and internal (amount of loans granted by BAAC in Bangkok Metropolis, average winning rate of the BAAC lottery holders in Bangkok Metropolis, for the 100 baht unit and the 500 baht unit). The dummy variable indicating the trade war between the United States and China is also incorporated in the regression analysis.

Results show that factors that significantly influence the amount of deposits of The BAAC in Bangkok Metropolis at a 99 percent confidence level include the general consumer price index and the interest rate of savings of commercial banks registered in the country. The former has a positive influence whereas the latter has a negative influence. This study suggests that BAAC should maintain the existing deposit product model that offers returns in the form of interest rates. Also, the BAAC should continue to provide investors with opportunities to be rewarded both in monetary and non-monetary terms as an alternative option to low interest rates deposits. Moreover, new products should be developed in order to meet the needs of farmers particularly.



Student's signature



Independent Study Advisor's signature

26 / 05 / 2563