

ABSTRACT

The research presents a study of saving behavior among women vendors in Bangkok. The study included saving patterns, saving determinants, and knowledge of saving. The investigator conducted a survey of 64 women vendors and questionnaires were equally distributed at the Dhevej market and the Prannok market.

The method used in this study was the quota-sampling method for the respondents who saved money. The questionnaires were designed and distributed to the respondents to obtain the primary data. In addition, the questionnaire was divided into 2 parts in order to get the data for analyzing saving behavior, saving patterns, determinants, and knowledge of saving.

In terms of the findings, the results indicate the saving behavior among women vendors at the Dhevej market and the Prannok market. The respondents at both markets were different in age, education, income, and objectives of saving. However, the saving behavior among vendors at both markets wasn't different. They handled saving by putting money at official institutions; especially banks. Moreover, they saved money by buying gold and jewelry. Before choosing saving patterns, the respondents at both markets were concerned with risk, followed by liquidity, and returns and/or interest rate.

In addition, this research also gives recommendation for the future. The investigator hopes that this study will be useful for those, who would like to conduct further research.