

Abstract

The research on “Media Exposure, News and Information Perception for Investment Decision Making in Long Term Equity Fund (LTF) in Bangkok” aims to study demographic backgrounds of LTF investors, media exposure of LTF investors, LTF investors’ level of perception to tidings concerning LTF, and results from such perception to LTF investors in terms of decisions to invest in LTF.

To do this research, I, the researcher, use all studied and gleaned theories, approaches, and other relevant pieces of research work as the guideline for the study and the analyses. All the aforementioned knowledge concern the approach of media and tidings exposure, the approach of tidings perception, theories concerning media and effectiveness of media, the approach of demographic and socio-economic natures, the approach of decision making, and the knowledge on investment on LTF.

The research methodology used here is the survey research. I, the researcher, collect data from all samples with a set of questionnaire only once. The samples here are investors who visit the event of “RMF-LTF Tax Festival 2008” and investors who have already invested on LTF, the total number of which is 400. The two types of statistics used to analyze the obtained data are the descriptive statistics which show frequency, percentage, and mean; whilst the inference statistics is used to test the hypothesis of the research to find correlation among different variables.

The results from the research indicate that, from the 400 samples, there are more female investors than the male-the female are 214 whereas the male are 186. Most samples’ age rank is 24 to 30 years. Most samples are employees of private companies with the rate of income per month that is lower than 40,000 baht. Most samples have bachelor’s degrees and are single.

Most samples expose themselves to information on LTF from media in a low level. Concerning each medium, the kind of media that most samples are exposed to is specialized media-in a moderate level, followed by personal media and mass media - in low levels. Considering each type of specialized media, we can see that most samples receive

information on LTF from events concerning investments such as the 'Mutual Fund Fair' event, the 'Money Expo Bangkok' event, and the 'Set in the city' event. As for exposure to personal media, most samples expose themselves to information provided by bank staffs more than any other source, followed by marketing staffs of the Asset Management Company/Selling Agent for mutual fund, and friends, respectively. As for exposure to mass media, most samples receive information from newspapers more than television, internet, radio, and magazines/journals.

As for the perception to information or details on LTF, most samples agree that fundamental knowledge concerning LTF that they use for making decisions to invest on LTF covers several respects such as terms and privileges on tax, natures of LTF, tidings and activities related to LTF. Most samples agree that they receive most information on LTF from personal media followed by specialized media and mass media, respectively. The results from the research point that most samples have correct understanding in LTF, especially in terms of investment conditions that state that an investor has to invest on LTF for at least 5 calendar years.

Concerning reasons to invest on LTF, most samples reveal that the most important reason for them to invest on LTF is the amount of your investment in LTF can be tax deductible, the minor reasons are that this fund requires only 5 calendar years of investment, and that it is a choice of savings and investment other than deposits in banks, respectively. Most samples invest low than 50,000 baht at a time, or not more than 50,000 baht a year. Most samples have invested on this fund for one year. Most samples invest only with the Asset Management Company, and invest on a couple of LTFs. In addition, most samples also invest on other funds such as RMF and other fixed income funds. Most samples hope to invest on LTF again in the year after.

The results from Hypothesis tests indicate that (1) educational levels and rates of income per month have correlation with LTF investors (samples)' exposure to all media. Considering each category, we can see that educational levels correlate to LTF investors' exposure to mass media whereas rates of monthly income correlate to LTF investors' exposure to personal media and mass media. (2) Exposure behaviors of LTF investors