

Napatchsa Tharacheewin 2015: Factors Influencing Individuals Retirement Plan Saving Behavior. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Thongchai Srivardhana ,Ph.D. 108 pages.

The objectives of this research 1) to study factors influencing individual retirement plan saving behavior; 2) to study financial literacy level influencing saving behavior for retirement plans and 3) to study attitudes towards saving level for retirement plans. Influencing saving behavior for retirement plans. The samples for this research were 400 employees from Bangkok area. This research instrument was a questionnaires. Statistics used for data analysis were percentage, mean, standard deviation and hypothesis testing by multiple regression. This research found that:

- 1) Financial literacy and affective attitude towards influence of retirement plan saving behavior.
- 2) Level of basic financial knowledge and financial literacy influencing pull factor of retirement plan saving behavior.
- 3) Level of basic financial knowledge and financial literacy influencing push factor of retirement plan saving behavior.
- 4) Level of basic financial knowledge and financial literacy influencing able factor of retirement plan saving behavior.
- 5) Level of attitude towards of cognitive attitude towards and behavior of attitude toward influencing pull factor of retirement plan saving behavior.
- 6) Level of attitude towards of cognitive attitude towards affective attitude towards and behavior attitude towards influencing push factor of retirement plan saving behavior.
- 7) Level of attitude towards of cognitive attitude towards and behavior attitude towards influencing able factor of retirement plan saving behavior.

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Student's signature

Thesis Advisor's signature