

Anuchit Leardbuntronkul 2009: A Study of Investment Behavior and Factors Affecting Local Individual Investors' Investment in Securities in The Thailand Futures Exchange Plc. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Mr. Jeerasak Pongpisanupichit, Ph.D. 191 pages.

This research has two objectives, namely, 1) to study investment behavior of securities trading in the Thailand Futures Exchange Plc (TFEX) and priority of fundamental factors of investment affecting securities investment in TFEX of local individual investors, and 2) to analyze factors affecting local individual investors' investment in securities in TFEX. The securities in this study is SET50 Index Futures. The research uses secondary data and primary data obtained from 433 questionnaires answered by the sample investors. The data are analyzed by descriptive and inferential statistics such as frequency and percentage. The priority of the factor are measured by Likert Scale and the hypothesis are tested by Chi-Square Statistic and Logit Model.

The results of this research reveal that the majority of samples who invested in securities in TFEX applied the futures contracts for trading and speculation. Their objective of investment is the returns on the changes of underlying assets price. From the relationship testing by Chi-Square, it was found that monthly income had the relationship with investment portfolio value, trading value per transaction, variation margin and performance in the previous year at the significant level. Investment period had the relationship with contract holding period. In addition, knowledge and understanding in investment had the relationship with performance in the previous year. From the study on priority of fundamental factors of investment, it was found that the samples gave priority to all fundamental factors at the high level. This was related to the investment analysis method and trading behavior. With the Logit Model, the factors significantly affecting local individual investors' investment in securities in TFEX were gender, highest education, occupation and investment period, including a fundamental factor i.e. investment rule and regulation.

From the research results, the recommendations are that investors should study and understand investment more clearly. Relevant agencies should develop investment choices in line with types and needs of investors. In addition, relevant agencies should implement policies and set operating guidelines to enhance local individual investors to have diversified investment objectives, and should support fundamental factors proper for investors.

---

Student's signature

---

Thesis Advisor's signature

\_\_\_\_ / \_\_\_\_ / \_\_\_\_