

Thesis	THE ECONOMIC FACTORS AFFECTING THE TRADING VALUE OF SECURITIES OF DOMESTIC RETAIL INVESTORS THROUGH THE STOCK EXCHANGE OF THAILAND.
Author	Tunyarat Sangsuriyaroj
Major	-
Advisor	Dr. Paramin Khositkulporn
Academic Year	2018

Abstract

In recent years, the rapid growth in research economic factors effects the trading value of securities of domestic retail investors through the Stock Exchange of Thailand. Because of high return in stock market has more remarkable than deposit money in commercial banks. Individual investors are groups of investors with a higher proportion and trading volume than other types of investors in the stock market. Therefore, individual investors play an important role in driving investment in the stock market in the future.

The objective of this study is to study the economic factors affecting the trading value of securities of domestic retail investors through the Stock Exchange of Thailand. By adopting secondary data Monthly time series from January 2012 to December 2017, totaling 72 months. Use quantitative analysis from Multiple Linear Regression Analysis (Ordinary Least Squares - OLS) which is the economic factor that is studied

The result from the study show that economic factors affecting the trading value of domestic retail investors through the Stock Exchange of Thailand in the same direction as oil prices (NYMEX) and the Dow Jones Industrial Average at the statistical significance level of 0.05 which is based on the assumptions set. In contrast, the Stock Exchange of Thailand (SET Index) is a factor that is in the opposite direction to the trading value of domestic retail investors through the Stock Exchange of Thailand at the statistical significance level of 0.001 which is not on the assumptions set. Moreover, Inflation Rate, Dividend Yield and Business Sentiment Index are not statistically significant. The Total Return Index, Interest Rate and Exchange Rate are variables that are not used to calculate in the equation. Because there is a relationship with other independent variables more than 0.80 causing problems Multicollinearity.

Keywords: Securities Market, SET Index, Business Sentiment Index, Total Return Index, Inflation, Inflation Rate, NYMEX, Dow Jones Industrial Average, Interest Rate, Exchange Rate, Dividend Yield, Business Sentiment Index, Investor

