

THE RELATIONSHIP AMONG THE PSYCHOLOGICAL ASPECTS AND THE
CHARACTERISTICS OF THAI RETAIL INVESTORS IN THE CONTEXT OF
BEHAVIORAL FINANCE

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112 Pages

May 2009

ABSTRACT

Behavior Finance is a field where there is an integration of economics and finance with psychology in decision making. The present research combines the study of economic, finance and psychology together for better application of financial market and human behavior. In this study, the hypothesis was set to examine how psychological factors and demographic variables, like gender, age, education and occupation, involve in decision making of Thai retail investors. Also, this study can be distinguished the difference between fundamental investors and speculator in term of decision making style.

The result of this study found that the speculators are more aggressive than the fundamental investors and lead them to act overconfidently. The extraverts and sensors have tendency to take higher risks than other personality types. It is quite evident that demographic variables have significant factors for decision making style of retail investors.