

FACTORS INFLUENCING NEW INVESTORS TO ENTER THAI STOCK MARKET DURING COVID-19 PANDEMIC IN THAILAND

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ABSTRACT

This research focuses on investigating factors that influence on new investors' perception and decision making on Thai stock market during COVID-19 outbreak in Thailand. Due to the economic downturn caused by pandemic and restricted social activities, the number of new investors has opened accounts for SET increases drastically in early of year 2020, which is the period when COVID-19 started spreading in Thai region. However, the number was continue increasing during the pandemic. Therefore, this research conduct for studying the major influenced factors towards this increment. The study would introduce cur-rent situation of the COVID-19 as well as data of new investors opened SET accounts in the introduction part, which also include major objectives of the research. To conduct high quality and credibility of the research, exploring on other previous studies also include in literature review. This is to further analyze prior studies and further develop the finding results. This research conduct by quantitative method to gather information and analyze the result to find differences of the perception and decision making in terms of stock investment. Overall, the research include discussion to reaffirm previous studies and further discuss on new findings as well as summarize the data to answer research objectives. The recommendation offers guidelines for new investors who interested to enter stock market to prepare before investing. Lastly, the limitations also discussed in the paper.

KEY WORDS: Stock Market/ COVID-19/ New Investors/ Volatility/ Risks Premium

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