

Abstract

Research Title : Trading in the securities in Phillip Securities (Thailand) Public
Company Limited

Researcher : Miss Pornsiri Sriprayoon

Degree : Master of Business Administration

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Advisor :
(Dr. Pichet Musikapodok)
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This research aims to study the demographics of trading the securities, the behavior of trading the securities and the satisfaction of trading the securities in Phillip Securities (Thailand) Public Company Limited. The samples used for this study are 400 samples from people who trading the securities in Phillip Securities (Thailand) Public Company Limited. Questionnaires were used to collect data. The data was analyzed as frequency, percentage, mean, standard deviation, and one-way ANOVA.

The results of the study showed that most are male, aged between 31-40 years old, married, work as personal business, hold bachelor's degree, and earned more than 30,000 Baht. Trading behavior in Phillip Securities (Thailand) Public Company Limited found that trading securities in stocks. Trading frequency is 1 time per month. The time period to trading is 9:00 am to 12:30 pm. The channel of trading securities is trading by application. The satisfaction level of trading securities in Phillip Securities (Thailand) Public Company Limited was high level.

The hypothesis testing revealed that the demographic related to satisfaction in trading securities in Phillip Securities (Thailand) Public Company Limited were gender, age, marital status, level of education, occupation, and income. In addition, the researcher found that trading behavior related to satisfaction in trading securities in Phillip Securities (Thailand) Public Company Limited were kind of the securities, frequency of trading the securities, the time period of trading securities and channel of trading securities.