

TABLE OF CONTENTS

THESIS APPROVAL	ii
THESIS COMPLETION APPROVAL	iii
STATEMENT OF ORIGINALITY	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENT	vii
TABLE LIST	x
FIGURE LIST	xi
CHAPTER I	1
1.1 Research Background	1
1.2 Problem Statement	8
1.3 Research Purpose	10
1.4 Research Benefits	10
1.4.1 Theoretical Benefits	11
1.4.2 Practical Benefits	11
1.4.3 Social Benefits	11
1.5 Writing Structure	12
CHAPTER II	13
2.1 State of The Arts Review	13
2.2 Literature Review	20
2.2.1 Grand Theory	20
2.2.2 Decision-Making Pathways	23
2.2.3 Cognitive Bias	32
2.3 Research Framework	37
CHAPTER III	39
3.1 Research Design and Approach	39
3.2 Types and Sources of Data	40
3.3 Research Participants	41
3.4 Data Collection Method	42
3.5 Data Analysis	46
3.6 Research Quality	49
CHAPTER IV	51

4.1 Informant Demographic	51
4.2 Themes	54
4.2.1 Informant T	56
4.2.2 Informant RL	62
4.2.3 Informant TX	67
4.2.4 Informant RS	71
4.2.5 Informant BA	76
4.2.6 Informant WS	80
4.2.7 Informant R	85
4.2.8 Informant F	90
4.3 Theme Uniqueness	94
4.3.1 Investment Approach During COVID-19 Pandemic	95
4.3.2 Reason in Investing During COVID-19 Pandemic	95
4.3.3 Decision-Making Pathway	96
4.3.4 Bias Experienced in Investing During COVID-19 Pandemic	97
4.3.5 Perception on Generation Difference in Investing Behavior	97
4.4 Patterns	98
4.5 Discussion	103
CHAPTER V	110
5.1 Conclusion	110
5.2 Limitations of Research	115
5.3 Suggestion	115
REFERENCES	117
APPENDIX	121
GLOSSARY	121
Informant T Transcript	123
Informant TX Transcript	157
Informant RS Transcript	167
Informant BA Transcript	176
Informant WS Transcript	190
Informant R Transcript	208
Informant F Transcript	222
Thematic Coding	233