

Understanding Thai Investor's Decision to Purchase Initial Coin Offering (ICO)

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Abstract

The study examined Thai investors' decision to purchase Initial Coin Offering (ICO). Thai investors' satisfaction with the related variables were analyzed through descriptive statistics: average mean score and standard deviation. The study found out that the five variables, namely ease of use: utility, ease of use: comfortability, external factors, perceived benefits, and intention of usage, were of high importance in understanding Thai Investors' decision to purchase ICO. Thus, the study concluded that these variables would consider related factors that affect the decisions of Thai investors to purchase ICO. Furthermore, the ICO regulators should provide guidelines and policies to improve the ICO issuing system. Finally, the future researcher can address this research paper's limitation by adding more related variables that can affect the decision of the ICO investors and analyze in various statistical analyses.

Keywords: comfortability, external factors, perceived benefits, Initial Coin Offering ICO, the intention of usage, and unified theory of acceptance and use of technology, UTAUT2