

## ABSTRACT

Title : Marketing Factors Affect the Decision to Purchase Life Insurance of  
Customers in Bangkok

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This study aimed to identify the marketing factors affect the decision to purchase life insurance of customers in Bangkok. From a sampling of 400 people using tools to collect the data and information collected were analyzed using descriptive statistics. Frequency (Frequency) the percentage (Percentage) Average (Mean), standard deviation (Standard deviation) and statistical One Way ANOVA (F - test) to test the hypothesis.

The results showed that the respondents were mostly female percentage 56.87, aged between 31-40 years, 48.07 percent, education are undergraduate were 76.20 percent, a married status were 54.73 percent, revenue per month is 10,001 - 20,000 baht and 3 family members were 36.47 percent. The information in the decision to purchase life insurance for collateral in life were 45.13 percent. The second is to buy a savings option and to protect and reduce risk. 30.87 percent and 24.00 percent respectively. The marketing factors that influence the decision to buy life insurance is factors that goods and services. Most customers pay more attention to the company's reputation first for decision to buy life insurance. The price factor that most customers to focus on the price of insurance premiums for beneficiaries who receive most. Factors distribution channels, customers mainly focus on companies with offices / branches. Nationwide coverage and a variety of distribution channels, online channels such as the telephone and so on. And factors promoting found that most clients to focus on agents that are willing and ready to provide the service before and after sales services.

The hypothesis testing found that demographic characteristics. And overall marketing mix factors that affect the decision to purchase life insurance customers in the region. Bangkok different In order to guarantee in life. As an alternative to saving money. And to prevent and reduce risk. Statistically significant at the 0.05 level.

**Key word :** Life Insurance Purchasing Decisions The Marketing Mix