


ABSTRACT

TITLE : Marketing Promotion affects to the decision of using bank services, housing and family life of Government saving Bank in Bangkokyai District.

BY : Miss Orapan Sribuala

DEGREE : Master of Business Administration

MAJOR : Finance

ADVISOR : 

(Chitavorn Leelaplin , Ph.D.)

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This research aim to study about Marketng Promotion affects to the decision of using banking services, housing and family life of Government saving Bank in Bangkokyai Bangkok. Researcher destines to studied decision behavior use banking services, housing and family life of Government saving Bank in Bangkokyai Bangkok. And studied Marketng Promotion affects to the resolve of using banking services, housing and family life of Government saving Bank in Bangkokyai Bangkok.

This research was derived from customers representative sample in Bangkokyai Bangkok by 200 persons accumulated from questionnaire and data evaluate. That is frequency analyze, percentage, average and standard deviation for result of hypothesis use t-test , one way analysis of variance this research said :

The customers female use this service more than male almost of them between 30-39 years old, education in bachelor degree, their work in private company income is 15,001-20,000 bath. Furtermore the customer of Government Saving bank in Bangkokyai Bangkok. First, had level as a resolve in product design, next condition and in advertisement least.

Comparison customer of Government saving Bank jn Bangkokyai Bangkok. who deference in education and career also deference in resolve to use banking services, housing and

family life in level .05 and who was deference in age, status and income they are same resolve to use banking services, housing and family life.

In opinion about marketing promotion that is to say: advertisement, product design, condition and benefit have dealing in resolve to use banking services, housing and family life of Government saving Bank in Bangkokyai Bangkok in level 0.5.