

Abstract

Research Title : Opportunities For New Product Development Of Government Saving Bank,
Ladkrabang Branch

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Major : Management

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The objectives of the study were 1. The purpose of this study was to study the problem to determine financial results and business strategies and marketing strategies to maximize turnover and a competitive advantage in the insurance business. Relief of Lat Krabang, Bangkok Bank branch 2. To study the factors that affect the decisions made in individual life insurance form 3. to offer insurance in a form that can meet the needs of other customers have 4. To analyze the relationship between. Factors and insurance decision making in the form of housing Lat Krabang, Bangkok Bank branch. The hypothesis is that personal factors include gender, age, occupation, marital status, education, income, affecting the lives of customers leave allowance Lat Krabang, Bangkok Bank branch. The samples used in the research. The data used in the study come from

a survey of customers who use the services of 400 cases using tables Taro Yarmane a confidence level of 95% and acceptable tolerances on sample selection 5% using a questionnaire to collect. collected data from a sample In the period between September and December 2558 and the data obtained from field surveys, processed and analyzed using computer software SPSS. Using descriptive statistics or descriptive (Descriptive Statistics) were frequency (Frequency), percentage (Percentage), mean (Mean) and standard deviation (Standard Deviation: SD) and statistics rater (Inferntial Statistics) include. t-test and f-test.

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Analysis revealed that: The study found that of the respondents. Most respondents were female, approximately 21-30 years career as a private marital status, education level diploma / vocational. There are maximum income is around 10001-15000 baht and 15001-20000 baht genetic disease.

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Analysis revealed that: Most respondents already have insurance. Most of those who have life insurance or savings to be made. Number of respondents have policies that address. Most policyholders is the first book covered the period of time over 20 years the amount of coverage is 100001-200000 baht delivery model insurance payments for 6 months open reliant life insurance relief. Those with influence to insure that the majority of respondents buy insurance is an insurance agent would have more coverage from an insurance policy is that it is. The outpatient / in. The trailer is protected I have added protection is the father / mother. In recognition of the key messages to keep from. www.gsb.or.th What I would like to have more news from the top line to improve the most is the price, because price premiums, but the coverage has been minimal.

Compared to other life insurance companies. There may be a higher price. It has a protection cover teacher as a medical expense. The outpatient / in Accident Protection The bank, which has only just died coverage. The respondents that premiums are higher than the coverage of the product. This should improve the

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Analysis revealed that: The study marketing mix factors that affect your life insurance sector housing bank of respondents found. Most respondents want to subsidize life insurance is a flexible product can be adjusted as well. Can accommodate groups of elderly clients Add to financial stability Experts are on installment The increase is required to pay premiums. You can choose the terms of payment itself. The distribution Respondents wanted to have a more representative and branch distribution. And a focus on selling phone. For the insurance holder will have direct inquiries from people who are knowledgeable, experienced insurance.

The marketing promotion Respondents could remember the life insurance relief well from advertising from television, radio, outdoor billboards, which were presented by the bank to support the sponsors. There are multiple payment channels to facilitate settlement.

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Analysis revealed that: The analysis of the relationship between marketing mix factors that influence the decision to leave a living allowance. To test the hypothesis that the product of the respondents. Most respondents The hypothesis among the factors in the deposit war because the life is different based on personal factors, including gender, age, marital status, occupation, education and income mainly found no difference except. Money only a single thread of difference. This is because income levels are different. Will affect the amount of money left over to put into savings as deposits in various forms. If the income level will also have the ability to deposit more then. Most of the focus on providing information and advice by most employees is because the nature of the deposits of living allowance. Long-term deposits, which are using the same criteria as life insurance. The nature of work No products that provide tangible value. The consumer will decide how this money is difficult. In addition, the deposit method is also a lot of detail required employees to explain the different types of information.
