

Abstract

Research Title : Selection factor, Using behavior, Marketing mix factors, and Lifestyle affecting decision making on credit card usage of people living in Bangkhae district, Bangkok

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Degree : Master of Business Administration

Major : Management

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This study aims to study: (1) the market share and the proportion of the population using a credit card holder in Bang Khae, Bangkok; (2) the purpose of the credit card holder's credit card population in Bang Khae, Bangkok; (3) to marketing strategies specific and consistent to and appropriate for behavior of credit card holders in Bang Khae, Bangkok; and (4) the behavior of your credit card on the features preferable to credit card holders in Bang Khae, Bangkok

This research is a quantitative research in nature. The main quantitative research method used was a questionnaire survey using a semi-structured questionnaire to collect quantitative data. The data were collected in Bang Khae, Bangkok between September and November 2558. The data were analyzed using descriptive statistics including the arithmetic mean (Mean), values (Frequency), percentage (Percentage), and SD (Standard Deviation). Inferential statistics which is chi-square test (Chi-square test) was also used.

The research collected data from the respondents who were mostly female, aged 31-40 years, single / divorced / widowed and children who lived together with the private employees. Most of them held a bachelor's degree with a monthly income range of 20,001-30,000 baht.

The findings showed that marketing mix was important and it affected behavior of the credit card holders when they made the decision for using the credit card. On the overall