

ABSTRACT

TOPIC : The Behavior and factors affect saving for after retirement of people in Bangkok.

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The research study the demographics that affect the factor and behavior of customer in Bangkok. It have some questionnaire used to survey with them. A sample of 400 customers who use statistics to analyze the frequency, percentage, average, standard deviation and hypotheses were tested by T-test and ANOVA analysis. The results of the research

Most of the respondents were male, aged between 31 - 40 years. The status of those who use most married, while education is bachelor's degree. More salary 30,000 baht and working in Office. While the frequency of saving between 1-5 years. The amount of savings between 1,001 – 5,000 baht. The saving patterns mainly is Fund.

While T-test test and analysis of variance. Each aspect, the demographic decision factor and behavior saving.

Keyword : Saving, Concept of the family savings , Milton Friedman's Theory