

## Abstract

Independent Study Title : Attitudes towards the demand side factors that influence the behavior of bank deposit service. PhromPhong branch

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30 , November 2015

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This research aims to study the factors that influence behavior on the demand side perspective, the decision to use the services of the bank deposits. Phromphong branch The relationship between personal factors. And factors that influence attitudes and behavior that affect the demand for the services of the bank deposits. PhromPhong branch The research methodology used was survey research (Survey Research) by collecting information on customers who use banking services at a sample questionnaire of 400 people were analyzed by frequency, percentage, standard deviation and the F-test or chi square, which used T-test results showed that .

(1) On the demand side, the attitudes, beliefs and ideas about savings deposits overall are believed by many to be true. The savings is to build financial security for themselves and their families on many levels. Return affects the decision to form a moderate savings. And believes that the return on savings in the system is definitely more savings out of the system at a high level.

(2) Attitude demand side, the overall mood and feel confident that the state of confidence in the savings bank deposit is at a high level. Believes that the brand image and reputation of the bank is reliable in high level. Believes that the process of serving the deposits of banks with ease. / Fast / simple and effective at a high level. Believes that there are a variety of deposit products attractive in the medium. Bank staff are enthusiastic and believe in providing facilities for counseling and help fix the problem, including employees with knowledge about bank products as well as high level.