

**Abstract**

Research Title : Motivation Affect on Purchasing Behaviors Saving Label

Researcher : Miss Sirotron Ongsriporn

Degree : Master of Business Administration

Major : General Management

Advisor : .....

(Chitavorn Leelaplin,Ph.D.)

..... / ..... / .....

This research aim to studied for Incentives that affect purchasing behaviors saving label including Studied special purchasing behaviors saving label of Government Saving Bank

The research was a survey research from Master’s degree students at Siam University 200 persons, Information was glean from questionnaires and The statistical processing, that is to say, Frequency, Percentage, Average , Standard deviation , For comparison by use T-Test and One-way Analysis of Variance. The research found that, Almost of Master’s degree students at Siam University are female more than male, there are between 30-39 years old, marital status is married, they are worker in private company, Education is bachelor degree and income 15,001 – 20,000 bath. In addition Master’s degree students at Siam University they motivation, first is customer service, next is perform and in compensation at least.

Master’s degree students at Siam University are difference age, career and income they have difference requirement for Incentives that affect purchasing behaviors saving label level .05 and difference in gender, status, and education there are same in motivation.

Incentives that affect purchasing behaviors saving label that is show customer service, compensation, perform, and prices had Significant for Master’s degree students at Siam University in level .05.

Incentives that affect on Purchasing Behaviors Saving Label, found that Master's degree students at Siam University emphasizing in factors are service and perform, so Bank should be had usually develop in service and perform. In addition should be had specialized knowledge officer for give customer information clearly and then for make customer satisfifies.