

ABSTRACT

Thematic Paper Title : The factors to decision to purchase the winning a special savings of the government saving bank, Nakhonprathom province.

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Major Field : General Manangement

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The purposes of the research were to study the opinion and behaviors of customers in the purchase the winning a special savings of the government saving bank and the factors to decision to purchase the winning a special savings of the government saving bank, include the recommendation to customer services in purchase the winning a special savings. This research was quantitative research by the survey. The population of the research was the customers that purchase the winning a special savings of the government saving bank, Nakhonprathom province. The sampling size was 400 people. The instrument used in this research was questionnaire for collecting the data and the questionnaire returns 100%. Analysis data of window program. Statistic tools employed for data analysis were the descriptive statistics such as frequency, percentage, mean, standard deviation and the inferential statistics such as one-way ANOVA and scheffe's test, the significance level at 0.05.

The research results found

1. The difference personal factors of customers such as education level was the difference the opinions of the investment to the winning a special savings of the government saving bank, the significance level at 0.05. But sex, age, occupations and income per month was not difference the opinions of the investment to the winning a special savings of the government saving bank.

2. The difference personal factors of customers such as sex, age, education level, occupations and income per month was not difference factors to decision to purchase the winning a special savings of the government saving bank.

3. The behaviors of customers in purchase the winning a special savings such as the difference of the purpose and the frequent to purchase the winning a special savings was the difference factors to decision to purchase the winning a special savings of the government saving bank, the significance level at 0.05. But the budget per time and the period to purchase the winning a special savings was not difference factors to decision to purchase the winning a special savings of the government saving bank.