

Abstract

Research Title : **The relationship between saving behavior and customer attitudes at Government Savings Bank, Big C Bangpakok branch, Bangkok.**

Researcher : Miss Potjarin Rungsrissumphan

Degree : Master of Business Administration

Major : Finance and Banking Management

Advisor : Karnjira L.

(Dr. Karnjira Limsiritong)

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This research purpose is to study The relationship between saving behavior and customer attitudes at Government Savings Bank, Big C Bangpakok branch, Bangkok. and the relationship between demographic characteristics and customer attitudes at Government Savings Bank, Big C Bangpakok branch, Bangkok. The sample used in this study is that customers who use the service Savings Bank Big C Bangpakok. 400 Bangkok statistics used for data analysis were frequency, percentage, average, and standard deviation. For the chi-square test.

The findings showed that the majority of respondents were female than male. Aged between 31-35 years of undergraduate education, single, with a monthly income of 10,001 to 15,000 baht per month cost 3,000-6,000 baht, workers and the general / self-employed. The behavior of savings and savings patterns of the samples found that most respondents. The section on savings income each month for approximately 1-10% of savings is the main reason for choosing to buy assets such as land, houses, cars, etc. The selected financial institutions, savings, savings. Forms of savings outside the banking institutions. To buy a house, land, car and know the benefits of saving in various forms of communication such as radio, television, newspaper

sources. Attitude, cognition research found that before making a saving knowledge in the form of savings, as well. Top priority The savings will reduce the financial risks as well. The most important The yield is the main reason to choose a form of savings. Top priority The belief Savings findings showed that the savings is to build financial security for themselves and their families. The most important Believes that the risks affecting the decision to form savings. Top priority Believe that yields have to decide the form of savings. Top priority Believes that the return on savings in the system is definitely more savings out of the system. The most important The results showed that savings behavior are saving regularly and continuously. Top priority Satisfied to get benefits from savings, such as interest, dividends, profit levels are important to you are saving today. To prepare financially before retirement age. The most important The research was done to determine the. Develop deposit products and services to meet the needs of the customer.