

Onuma Tripop 2014: Marketing Mix Factors that Influence User's Behavior of the Siam Commercial Bank Public Company in Bangkok. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Police Lieutenant Colonel Watcharapong Panittumrong, Ph.D. 138 pages.

The objectives of this research were to study 1) marketing mix factors of the Siam Commercial Bank public company in Bangkok 2) user's behavior of the Siam Commercial Bank public company in Bangkok 3) the relationship between personal factors and user's behavior 4) the relationship between marketing mix factors and user's behavior. The primary and secondary data are analyzed to obtain this research. The secondary data consists of textbooks, articles, researches, theses and other papers. The primary data is analyzed from samples which got from the Users of 383 set by the survey. Data were collected by questionnaires. The data set was analyzed by applying descriptive and quantitative methods including frequency, percentage, mean, χ^2 -test and Multinomial Logistic Regression at a significant level of 0.05

The results showed that the majority of sample that have more women than men of 21-30 years of age who were single. Most of them are educated of bachelor degree, are working in private company and student, having over 30,000 baht of average monthly income.

The result found that majority of sample have 1 saving account mainly use for deposit/ withdrawal/transfer money and secondly, use ATM machines, the frequency of going to the bank by most of the samples are equally less than once a week and 1-2 times per week, and mostly often go to the bank on the weekday in 12 noon to 3.30 pm and 5 pm to 7 pm. The cause of use scb is easy to access. As a result of the hypothesis test, 1) age and occupation related to the user behavior the most, secondly was the status, level of education average monthly income and the last was sex. 2) marketing factors have influences on types of services, cause of use, a mount of account and time to use but not influences on day and frequently.

Student's signature

Thesis Advisor's signature