

Sattreerat Monthong 2014: The Attitude of People in Bangkok for the International Telephone Service CAT009 Case Study of CAT Telecom Public Company Limited. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Saroj O’Pitagchewin, D.P.A. 131 pages.

This research to study 1) the attitude of consumers in Bangkok on the CAT 009. 2) Marketing mix business international telephone towards the CAT 009. 3) Personal factors affecting the CAT 009. 4) Personal factors that influence the marketing mix, business phone service, international CAT 009. 5) Marketing mix business IDD CAT 009 that affect the attitude of the CAT 009. Methods a population is a query tool. in data collection Sample of 400 people, this study is quantitative research. By choosing a comfortable living in Bangkok by using statistical data analysis , including frequency , percentage , mean , standard deviation , test , and Adjusted R² Paired Sample t-test at significance level 0.05.

The results showed that 1) the overall attitudes consumers have a positive attitude towards the use of CAT 009. 2) Most consumers focus on the marketing mix, the overall level. 3) Personal factors, all factors affecting the attitude of the CAT 009. 4) Personal factors, all factors affecting the marketing mix CAT 009. 5) Marketing mix business CAT 009 is related to the attitudes of consumers in the county. Bangkok overview The relationship in the same direction.

Student’s signature

Thesis Advisor’s signature