

5	0	2	1	0	3	0	2	9	0
---	---	---	---	---	---	---	---	---	---

**ATTITUDES OF MATURE CONSUMERS
TOWARD ELECTRONIC BANKING:
A CASE STUDY OF 40-60 YEAR-OLD CIVIL SERVANTS OF OCSC**

PHETLADA CHAROENSAWATD

Advisor: Ajarn Wanida Phankaeo

**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS
IN
ENGLISH FOR CAREERS
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY
BANGKOK, THAILAND
MARCH 2009**

**ATTITUDES OF MATURE CONSUMERS
TOWARD ELECTRONIC BANKING:
A CASE STUDY OF 40-60 YEAR-OLD CIVIL SERVANTS OF OCSC**

PHETLADA CHAROENSAWATD

Advisor: Ajarn Wanida Phankaeo

**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF
MASTER OF ARTS
IN
ENGLISH FOR CAREER
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY
BANGKOK, THAILAND
MARCH 2009**