

**Research title :** Satisfaction and Consumer Behavior for Commercial Bank Usage in Bangkok  
Metropolis

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### **ABSTRACT**

This article is to present the research “Satisfaction and Consumer Behavior for Commercial Bank Usage in Bangkok Metropolis.” This is a quantitative research and the sample size is 400 respondents. The statistical tools: percentage, mean, standard deviation and chi – square test are used for data analyzing. The results show that most of respondents are female, educational level is bachelor degree and carrying an official in private sector as an occupation most. Their average monthly income is range in 10,001 – 20,000 Baht and they possess bank accounts of two commercial banks at most and mainly use services of Bangkok Bank. For the results of consumer satisfaction towards customer experience management which are considered in 3 stage of CEM; before service usage, between service usage, and after service usage, they show that the atmosphere of the stage of before service usage is an element that satisfies them most, such as friendly atmosphere, not too formal. The hypothesis tests on the relationship among demographic factors, consumer satisfaction towards customer experience management and consumer behavior for commercial bank usage in Bangkok Metropolis are significant at the level of 0.05.

**KEYWORDS :** Satisfaction , Consumer Behavior , Commercial Bank