

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

INFLUENCING FACTORS FOR PREFERENCES OF BANK SERVICES ON THE REPORTING OF CREDIT CARD SALES TRANSACTIONS BY BUSINESS RETAILERS IN CHIANG MAI MUNICIPALITY

By

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The objective of this study was mainly to determine the various factors related to bank marketing services that may influence the preferences by business retailers regarding the reporting of credit card sales transactions within the municipality of Chiang Mai.

The Samples used in the study were 350 business shop owners and retailers selected by stratified random sampling. All of them have accepted Visa and Mastercards which have on-line agreement with the Bangkok Bank Public Company Limited, Thai Farmers Bank Public Company Limited, Krung Thai Public Company Limited and Siam Commercial Public Company Limited found within the municipality of Chiang Mai. The data were collected by means of questionnaires which consist of open ended questions and close ended questions. Data gathered was afterwards analyzed by SPSS/PC program and presented in frequency, percentage, means and F-value.

The results of the study showed that most respondents were women (71.4%) between 21-30 years of age. More than half (52.3%) were married, 47.1% obtained bachelor degree, 45.7% were company worker, and 80% owned variety and retail shops. It was found that

local credit card of Bangkok Bank Public Company Limited as well as Visa were completely acceptable by the stores. Furthermore, both were the most favorite cards using for payment of goods and services. The interest fee of local credit card indicated by the great majority of the respondents was 1.5% whereas that of visa and Mastercards indicated by almost half of respondents was 2.6-3.0%.

The study also found that an automatic credit card drawer has been installed to all business sales outlets by Krung Thai Public Company Limited. All machines were mostly in good condition, therefore they have always been used. It was found that 52% of the respondents did not send sales transactions from Visa or Mastercards accredited by domestic commercial bank to its on-line local commercial one where the creditors have accredited the credit cards. Instead, these transactions were always sent to any local commercial banks preferred by the shop owners: Bangkok Bank Company Limited was the most preferable one (40.65%). Likewise, 45.4% of sales transactions from Visa or Mastercards accredited by international financing institutes were also sent to the same bank.

In examining the level of satisfaction based on services, cost, location and sales promotion, the over-all result showed that there was no significant difference on satisfaction of the business sales outlets in terms of marketing factors.

The recommendation for factors related to services were the bank customer relations section officers should conduct regular visits to shop owners; listen to their problems and also provide solutions to problems that may occur within the bank services or during business dealings with the head office of each involved bank. For factors involving cost, it was recommended that banks should reduce the fee rate for Visa and Mastercard less than the present one. Regarding factors on bank location, there should be an increase in parking space for bank customers. The bank customer relations section officers should continually and regularly visit the business owners holding its credit card drawers. Another recommendation for sales promotion, the bank should conduct an annual training program on credit cards. In addition there should also be sales promotion activities or programs that are suitable to the commercial outlets in order to attract more credit cardholders using their cards to pay for goods or services in each shop. These mentioned marketing factors may enable the business outlet owners preference in reporting their credit card sales transactions to their most favorite banks.