

Independent Study Title Marketing Mix Factors Affecting Customer in Credit Card Selection of Siam Commercial Bank Public Company Limited in Mueang District, Nakhon Pathom Province

Author Mr.Prasit Poothong

Degree Master of Business Administration

Independent Study Advisory Committee

Associate Professor Uthen Panyo Chairperson

Lecturer Namchai Termsirikiat Member

ABSTRACT

The propose of this independent study was to study marketing mix factors affecting customer in credit card selection of Siam Commercial Bank Public Company Limited in Mueang District, Nakorn Pathom Province. The data was collected by using questionnaires in three levels of decision ranked that were unaffected level, low affected level and high affected level from 400 samples of customer. The data was collected by stratified random sampling and analyzed by descriptive statistics such as frequency, percentage mean and standard deviation . The result found was as follow.

Marketing mix factors affecting sampling customers in credit card selection of Siam Commercial Bank in a holistic view at high level were price factors, place factors, process factors, people factors and physical factors respectively while product factors and promotion factors affected selection of credit card in low level respectively.