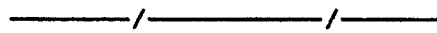


Tital : A Study of Consumers Attitude Deposit and
Credit Service of Commercial Banks in Bangkok
By : Miss Naruemon Chotiwachira
Degree : Master of Business Administration
Major Field : Marketing
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Commercial Banks are the financial institution that is very essential for the country's economy.

This Thesis provides the study of customer's attitude toward the service of commercial banks. The result will benefit for both commercial banks as well as the customers, themselves.

This study is based on the application of statistics, starting with sampling and application of statistics value (χ^2) to decide customers' satisfacation to commercial banks' services. The result concludes that customers' satisfacation to commercial banks' services includes.

- Pleasent Service
- High Technology
- High Return
- Network of Commercial Banks' Branches

The comment of this thesis is that commercial banks have to adjust marketing strategies by applying Marketing Mix to motivate target customer as well as to maintain the former ones along with developing personal skill to provide efficient services.