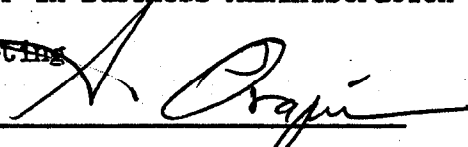


TITLE : The Analysis of Commercial Bank Customer Behaviors, Case study in Krathumban, Samuthsakorn Province in 1990-1991.

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Commercial bank rapid growth and success are consequences of the severe and continuous competition in commercial banking. Commercial banks have to compete by continuous improvement and expansion of the service system and network to satisfy their customers. Numbers of branches have increased from 1302 branches in 1990 to 2473 branches in 1991.

Result of the study about operation of 5 commercial banks at December 31st, 1991 from balance sheets, debts, owner equity and various average values of banks indicates the followings :

Ratio of loan to deposit decreases at 0.14 times from 0.98 in 1990 to 0.84 in 1991 as the result of decline in investment and high interest rate.

Ratio of loan to owner equity decreases at 1.16 times from 13.58 in 1990 to 12.42 in 1991.

Ratio of debt to asset increases at 0.01 times from 0.93 in 1991.

Liquidity ratio of asset to loan increases at 0.16 times from 3.12 in 1990 to 3.28 in 1991.

Ratio of current asset to owner equity decreases at 0.6 times from 13.88 in 1990 to 13.28 in 1991.

Return on total asset ratio increases from 0.13 in 1990 to 0.98 in 1991.

Return on owner equity decreases from 16.16 in 1990 to 13.96 in 1991.

Ratio of difference in loan and deposit decreases from 3.05 in 1990 to 2.46 in 1991.

Average total assets incremental ratio decreases from 30.43 in 1990 to 19.62 in 1991 at 16.63 times.

Average credit granted incremental ratio decreases from 38.09 in 1990 to 21.46 in 1991 at 16.63 percent.

Average deposit incremental ratio decreases from 29.79 in 1990 to 19.19 in 1991 at 10.6 times.

Average net income incremental ratio decreases from 92.61 in 1990 to 18.55 in 1991 at 74.06 times.

Volume of assets and deposits increase constantly.

Deposit increases from 1,471,757 million baht in 1990 to 1,481,767 million baht and total assets increase from 1,872,258 million baht to 1,873,680 million baht in 1991.

From the study in Krathumban district, Samuthsakorn by 500 questionnaires at 100 % response indicates that largest proportion of customers prefer to use Siam city Bank Limited for 322 respondents, the Thai Commercial Bank for 215 respondents. Bangkok Bank Limited for 203 respondents and Bank of Ayuthaya Limited for 139 respondents.

The study also shows that the main problem in Krathumban area is lacking of parking space, so that there should be more of parking facilities. The quality of service is also a problem that destroy the customer satisfaction and the problem of limited service area of Siam City Bank and Bank of Ayuthaya should be solved by building expansion. From test of the hypothesis, the researcher found that those banks which sites are situated near developed areas and the location is easy in transportation, shall attract customers to obtain their services. Another factor is the familiarization of that customer with the employee of that bank. Regarding this, they give the first priority to the human relationship, followed by friendly service, speed and convenience. Interest rate given by each bank also contributes due to the fact that those customers having high deposit can negotiate with the bank to gain core interest. The reputation and stability of any banks with long standing cause the customers to rely on them. However, any factors are not more important than that identifying the location of the bank being near the customer's workplace or residence, since most customers prefer to use that service saving them time in traveling.