

Factors Influencing Consumers' Decision to use Commercial Banking Services in Bangkok

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Abstract— The objectives of this research were: (1) To study the factors of perception that influence the decision to use commercial banking services of consumers in Bangkok, (2) to study the factors of service quality that influence the decision to use commercial banking services of consumers in Bangkok; and (3) to study the marketing mix factors that influence consumers' decision to use commercial bank services in Bangkok. This research was quantitative research. Population includes people living in the Bangkok Metropolitan Area, whose exact number is unknown. The sample group was calculated using Cochran resulting in a sample group of 400 people. The simple sampling method is used. A questionnaire is used as a tool for data collection. The statistics used in the analysis were frequency, percentage, mean, standard deviation, T-test, F-test, and multiple regression analysis. The research findings were found that: (1) Perception factors significantly influence consumers' decision to use commercial banking services in Bangkok at a statistical level of 0.05. (2) service quality has a statistically significant influence on consumers' decision to use commercial bank services in Bangkok at a level of 0.05; and (3) service marketing mix has a statistically significant influence on consumers' decision to choose commercial bank services in Bangkok at a level of 0.05.

Keywords— Decision Making, Commercial Banks, Bangkok.

I. INTRODUCTION

The current competition among Thai banks is very intense, especially in terms of facilitation by providing counter services using technology via applications, ATM services, and various automatic banking services such as Phone Banking, E-Banking, and i-Banking. The competition focuses on developing tools to facilitate transactions, modernity, service quality, and developing investment products. The challenges for Thai banking in the future are market competition, reduced profit margins, capital market development, domestic banks' awareness to respond to customers who are more knowledgeable and up-to-date, and financial institutions' marketing promotions to stimulate customer service use, such as giving away Mercedes cars from the Government Savings Bank and iPads from Krungthai Bank to Net Banking customers. In addition to setting marketing strategies for financial institutions, efficient and stable banks must also be able to adapt appropriately and promptly to the constantly changing financial environment both domestically and internationally. This demonstrates that significant changes must be adapted to correctly and quickly (Thongchai Santiwong, 2018). The survival factors of Thai commercial banks require building a solid foundation that can withstand the volatility of the situation. And the crisis that will occur

with 3 factors: Marketing factor must create the right vision for the future. Organizational adjustment and development factor Strengthen the organization to be flexible and business factor Strengthen skills and efficiency In good business operations, small and medium-sized banks need to find partners for survival. And need to find a way to compete with foreign banks, which Thai banks need to focus on specific customer groups and try to manage financial costs down by reducing large deposits to become more retail. The evaluation of commercial bank efficiency reflects the survival of small banks. Because the risk is not only in terms of financial stability. But also covers marketing risk, management risk or other changes that affect the operation all the time and unexpectedly, such as technology or turning to focus on specific customer groups, such as emphasizing services for foreign workers. Risk of political changes Or changing tastes and needs of consumers. The researcher is therefore interested in the factors that influence the decision to use commercial bank services of consumers in Bangkok. Which will study the differences in demographics, such as gender, age, education level, occupation and income that are different that affect the decision to use commercial bank services and study the relationship of the service marketing mix (7P's) that are different and affect the behavior that affects the decision to use Commercial services of service users in Sathon District to gain a clearer understanding of the choice of commercial banking services of consumers in Bangkok. The information obtained can be used to improve and develop marketing strategies for commercial banking services in Bangkok to appropriately meet the needs of service users.

II. METHODOLOGY

A. Research objectives

1. To study the factors of perception that influence the decision to use commercial banking services of consumers in Bangkok
2. To study the factors of service quality that influence the decision to use commercial banking services of consumers in Bangkok
3. To study the factors of service marketing mix that influence the decision to use commercial banking services of consumers in Bangkok

B. Research hypothesis

- H1: Perception factors affecting the decision to use commercial banking services of consumers in Bangkok
- H2: Service quality factors affecting the decision to use commercial banking services of consumers in Bangkok
- H3: Service marketing mix factors affecting the decision to use commercial banking services of consumers in Bangkok

C. Research Conceptual Framework

The conceptual framework of this research is consistent with the service concept according to Kotler (2005) as illustrated in the following figure.

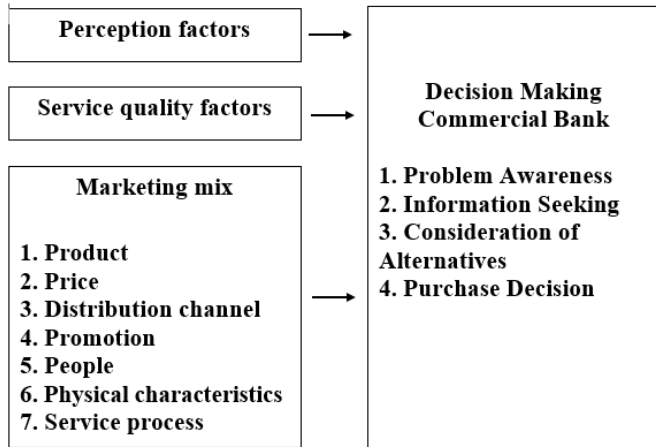


Fig. 1. Research Conceptual Framework.

D. How to conduct research

The research on factors influencing the decision to use commercial bank services of consumers in Bangkok is a quantitative research by collecting data with questionnaires and analyzing the data by presenting the results of the analysis of data using descriptive statistics and inferential statistics.

The population used in the research is people in Bangkok, the exact number is unknown.

The sample group used in the research is because the number of people in Bangkok is unknown. Therefore, the researcher uses the method of determining the sample size using the formula for calculating the population by knowing the number. The sample size formula of W.G. Cochran (1953) is calculated at a confidence level of 95 percent. The acceptable error value is 5 percent. The researcher intends to select a random sample of 50% of the entire population. A sampling mistake of 0.05 is tolerated, and 95 percent confidence is necessary. The sample size, however, for the accuracy of the data in the sample collection, the researcher collects 400 samples using the simple random sampling method because the number of people in Bangkok is unclear.

E. Research tools

The research instruments used in this research were questionnaires on factors influencing consumers' decision to use commercial banking services in Bangkok, consisting of 6 sections:

- Section 1: General information of respondents
- Section 2: Questionnaire on consumer perception in Bangkok

Section 3: Questionnaire on service quality of consumers in Bangkok

Section 4: Questionnaire on marketing mix affecting consumers' decision to use commercial banking services in Bangkok

Section 5: Consumer decision to use commercial banking services in Bangkok

Section 6: Recommendations

Data collection The researcher collected data in the following order:

1. The researcher collected data by himself/herself to collect data by distributing questions and collecting questionnaires from the respondents.
2. The questionnaires were checked for correctness and completeness

F. How to analyze data

1. Statistics used to check the quality of the instrument, finding the reliability of the entire questionnaire using the Alpha Coefficient according to Cronbach's method

2. Basic statistics used in data analysis include:

- 2.1 Percentage
- 2.2 Mean
- 2.3 Standard Deviation

2.4 Test statistics to compare the level of service selection by using the t-test to test the comparison of the difference between the mean of the independent variable divided into 2 groups and the F-test to test the comparison of the difference between the mean of the variable divided into more than 2 groups by the LSD method to test the difference in pairs

2.5 Multiple Regression Analysis

III. RESEARCH RESULTS

1. General information of the respondents classified by gender The sample group used in this study was mostly female, 258 people, or 64.5 percent, and male, 142 people, or 35.5 percent. According to age categories, the majority of the sample utilized in this study fell between the ages of 25 and 35—122 individuals, or 30.50%—followed by those under the age of 25—120 individuals, or 30.00%—and those between the ages of 46 and 55—58 individuals, or 14.50%, respectively. Classified by education level, the sample group used in this study was mostly lower than bachelor's degree, 203 people, or 50.75 percent, followed by those with bachelor's degree, 177 people, or 44.25 percent, and those with higher education, 20 people, or 3.43 percent, respectively. Classified by average monthly personal income, the sample group used in this study was mostly between the average monthly income. 20,001-30,000 baht, 177 people, or 44.25 percent, followed by those with an average monthly income between 20,001-30,000 baht, 97 people, or 24.25 percent, and more than 40,000 baht, 9 people, or 2.25 percent.

2. Factors of perception affecting the decision to use commercial bank services of consumers in Bangkok It was found that the overall perception of consumers in Bangkok was at a high level ($\bar{x} = 3.84$). When considering each item, it was found that the item with the highest mean was that they were aware of the excellent service of commercial banks from

word of mouth ($\bar{x} = 3.90$), followed by that commercial banks provided convenient and fast services ($\bar{x} = 3.89$), and the lowest mean was that they were confident in using commercial banks' services ($\bar{x} = 3.79$), respectively.

3. Factors of service quality affecting the decision to use commercial bank services of consumers in Bangkok It was found that the overall perception of service quality of consumers in Bangkok was at a high level ($\bar{x} = 3.82$). When considering each item, it was found that the item with the highest mean was The commercial bank premises have complete facilities ($\bar{x} = 3.91$), followed by commercial banks having modern tools and technology for financial transactions ($\bar{x} = 3.86$) and the lowest mean is financial transaction services that are reliable and trustworthy with an average of ($\bar{x} = 3.78$), respectively.

4. Marketing mix factors affecting the decision to use commercial bank services of consumers in Bangkok found that the marketing mix affecting the decision to use commercial bank services of consumers in Bangkok was at the highest level overall ($\bar{x} = 3.82$). When considering each item, it was found that the item with the highest mean was price ($\bar{x} = 3.86$), followed by product ($\bar{x} = 3.83$) and the lowest mean was distribution channels with an average of ($\bar{x} = 3.79$), respectively.

TABLE 1. Mean and standard deviation of marketing mix affecting consumers' decision to choose commercial bank services in Bangkok overall and by aspect.

Marketing mix	Opinion level		
	\bar{X}	S.D.	Interpretation
1. Product	3.83	.045	High level
2. Price	3.86	.046	High level
3. Distribution channel	3.79	.051	High level
4. Promotion	3.81	.047	High level
5. People	3.82	.053	High level
6. Physical characteristics	3.81	.052	High level
7. Service process	3.81	.055	High level
Total	3.82	.050	High level

The decision-making of consumers in Bangkok to use commercial banking services as a whole found that the decision-making of consumers in Bangkok to use commercial banking services as a whole was at a high level ($\bar{x} = 3.93$). When considering each item, it was found that the aspect of problem awareness had the highest mean score ($\bar{x} = 4.00$), followed by the aspect of considering alternatives ($\bar{x} = 3.93$), and the aspect of seeking information had the lowest mean score ($\bar{x} = 3.89$), respectively.

TABLE 2. Mean and standard deviation of consumer decision making in choosing commercial bank services in Bangkok overall and by aspect.

Decision	Opinion level		
	\bar{X}	S.D.	Interpretation
1. Problem awareness	4.00	.060	High level
2. Information seeking	3.89	.064	High level
3. Alternative consideration	3.93	.076	High level
4. Purchase decision	3.92	.071	High level
5. Post-purchase behavior	3.90	.072	High level
Total	3.93	.061	High level

Hypothesis testing results

This is a hypothesis testing to test the variables that affect the choice of commercial bank services of consumers in Bangkok. There are 3 hypotheses. The independent variables are perception, service quality, and service marketing mix. The dependent variable is the decision to choose commercial bank services. Analysis by finding the multiple correlation coefficient (Multiple Regression Analysis)

Hypothesis 1: Perception factors affecting the decision to choose commercial bank services of consumers in Bangkok
Hypothesis 2: Service quality factors affecting the decision to choose commercial bank services of consumers in Bangkok
Hypothesis 3: Service marketing mix factors affecting the decision to choose commercial bank services of consumers in Bangkok

TABLE 3. Shows the results of the analysis of independent variables in terms of perception, service quality and marketing mix that affect the decision to use commercial bank services of consumers in Bangkok.

Independent variable	B	Beta	T	Sig
Perception	-.810	-.095	-1.816	.085
In terms of service quality	2.955	.385	5.106	.000
Marketing mix	4.421	.460	6.480	.000

The service quality and service market mix factors influence the decision to use commercial bank services of consumers in Bangkok, with a Significance value of 0.000, which is less than the statistical significance value of 0.05, meaning that the service quality and service market mix factors have a statistically significant relationship with the decision to use commercial bank services of consumers in Bangkok. As for the perception factor, it influences the decision to use commercial bank services of consumers in Bangkok, with a Significance value of 0.85, which is more than the statistical significance value of 0.05, meaning that the perception factor and service quality factor do not have a statistically significant relationship with the decision to use commercial bank services of consumers in Bangkok.

TABLE 4. Summary of hypothesis testing results

Hypothesis	Hypothesis testing results
Hypothesis 1: Perception factors affecting the decision to use commercial banking services of consumers in Bangkok	Not consistent
Hypothesis 2: Service quality factors affecting the decision to use commercial banking services of consumers in Bangkok	Consistent
Hypothesis 3: Service marketing mix factors affecting the decision to use commercial banking services of consumers in Bangkok	Consistent

From the analysis results, when considering the regression coefficient in the form of standard scores or Beta values of the factors that influence the decision to use commercial bank services of consumers in Bangkok, it was found that the service marketing mix factor has the most influence on the decision to use commercial bank services of consumers in Bangkok, with a Beta value of .460, indicating that this factor

is the most important factor that influences the decision to use commercial bank services of consumers in Bangkok.

In conclusion, the service quality and service marketing mix factors have the influence on the decision to use commercial banking services of consumers in Bangkok is statistically significant at the 0.05 level.

IV. DISCUSS THE RESULTS

From the research on the factors that influence the decision to use commercial bank services of consumers in Bangkok, as follows:

1. In terms of consumer perception in Bangkok, overall and in each aspect, the overall level is at a high level. When considering each item, it was found that the item with the highest average value was that they perceive the excellent service of commercial banks from word-of-mouth, followed by that commercial banks provide convenient and fast services, and the lowest average value was that they trust to use commercial banks' services, respectively. This is consistent with the research of Anuwat Ratchaphothong (2023) who conducted a study on consumer attitudes affecting the intention to use personal loan services: a case study of non-financial financial businesses in Nakhon Ratchasima Province. It was found that consumer attitudes in terms of knowledge, emotion, and behavior had a positive effect on the intention to use personal loan services: a case study of non-financial financial businesses in Nakhon Ratchasima Province, with statistical significance at the 0.01 level. Furthermore, consumer attitudes can predict the intention to use personal loans by 75 percent.

2. In terms of the quality of service of consumers in Bangkok, the overall level is at a high level. When considering each item, it was found that the item with the highest average value was The location of commercial banks has complete facilities, followed by commercial banks having modern tools and technology for financial transactions, and the lowest average is financial transaction services that are reliable and trustworthy, respectively, which is consistent with the research of Kanchanat Euasutthisukon (2023) who studied the factors affecting the choice of commercial bank loans for the population living in Bangkok and its vicinity during the working age (aged 22-60 years). It was found that the factors affecting the choice of commercial bank loans for the population living in Bangkok and its vicinity during the working age (aged 22-60 years) include product and service channel factors, price and competitiveness factors, service location factors, and marketing promotion factors.

3. The marketing mix affecting the decision to use commercial bank services of consumers in Bangkok is at the highest level overall. When considering each item, it was found that the item with the highest average value was price, followed by product, and the lowest average value was distribution channel, respectively. This is consistent with the research of Khwanta Chueamuangphan (2021) who studied the quality of service and attitudes related to the satisfaction of Bualuang Exclusive Bangkok Bank customers in Silom District. It was found that (1) Service users with different genders, ages, education levels, occupations, and monthly incomes had a

statistically significant effect on the satisfaction of Bualuang Exclusive Bangkok Bank customers in Silom District at a level of 0.01. (2) Service quality factors, including service type, service speed, service characteristics, and service channels, were significantly related to the satisfaction of Bualuang Exclusive Bangkok Bank customers in Silom District in the same direction at a statistically significant level of 0.01. (3) Service quality factors, including service type, service speed, service characteristics, and service channels, were significantly related to the loyalty of Bualuang Exclusive Bangkok Bank customers in Silom District in the same direction. At a statistical significance level of 0.01 (4) The attitudes of customers towards the characteristics of service staff consisting of employee personality characteristics, employee ethics, and bank reliability are related to the satisfaction of Bualuang Exclusive customers of Bangkok Bank in Silom District in the same direction with a statistical significance level of 0.01 (5) The attitudes of customers towards the characteristics of service staff consisting of employee personality characteristics, employee ethics, which are related to the loyalty of Bualuang Exclusive customers of Bangkok Bank in Silom District in the same direction with a statistical significance level of 0.01 (6) The satisfaction of Bualuang Exclusive customers in terms of data accuracy, responsiveness to customer needs, and consistent customer care are related to the loyalty of Bualuang Exclusive customers of Bangkok Bank in Silom District in the same direction with a statistical significance level of 0.01

4. The decision to use commercial banking services of consumers in Bangkok is at a high level overall. When considering each item, it was found that problem awareness had the highest mean value, followed by consideration of alternatives. And the lowest average is the purchase decision, respectively, which is consistent with the research of Kanchanat Euasutthisukon (2023) who studied the factors affecting the choice of commercial bank loan services of the population living in Bangkok and its vicinity during the working age (from 22-60 years old). It was found that the factors affecting the choice of commercial bank loan services of the population living in Bangkok and its vicinity during the working age (from 22-60 years old) were product and service channel factors, price and competitiveness factors, service location factors, and marketing promotion factors. The results of the hypothesis testing found that they could be summarized into awareness, service quality, and marketing mix, which affected all 4 decision-making factors: problem awareness, information seeking, alternative consideration, purchase decision, and post-purchase behavior, with a significance level of 0.05, which is consistent with the research of Thipchaya Akarapongsophon (2023) who studied the factors affecting the choice of Siam Commercial Bank Public Company Limited by consumers in Bangkok. It was found that most of the sample group were male. They were aged between 20-30 years old, single, had a bachelor's degree, had a monthly income of 10,001 - 20,000 baht, and worked as employees in private companies. The results of the hypothesis testing revealed that brand image factors and service marketing mix factors influenced the selection of Siam Commercial Bank Public

Company Limited by consumers in Bangkok at a statistically significant level of 0.05. As for perception factors and service quality factors, they did not influence the selection of Siam Commercial Bank Public Company Limited by consumers in Bangkok.

V. SUGGESTIONS

Suggestions for use in this research

1. From the study results on perception factors, it was found that consumer perception affects the decision to use commercial bank services of consumers in Bangkok. Therefore, banking businesses need to accelerate the creation of consumer perception methods to create positive perceptions, such as giving importance to the planning of commercial bank financial returns at a high level and always having advertisements and public relations for new bank products.
2. From the study results on service quality factors, it was found that service quality affects the decision to use commercial bank services of consumers in Bangkok. Therefore, banks must create positive service quality for consumers for their own businesses, such as providing consistent standard services, kindness and generosity from bank employees, in order to compete in the current service business.
3. From the study results on service marketing mix, it was found that respondents gave the most importance to the polite, clean, neat, and reliable dress of employees, and the cleanliness of the service area, and commercial bank employees were attentive and enthusiastic in providing services. Commercial banks need to maintain the standards of importance that customers are aware of by developing or supporting the increase in the level of service marketing mix.
4. It can be used as a guideline for policy setting and service management to be consistent with the needs of service recipients.

Suggestions for future research

1. Further study should be done on marketing tools that affect the perception of commercial banks because currently many banking businesses have developed both technology and modern services to support changes in financial transactions. The development will make consumers more aware and remember, which will affect consumer loyalty to commercial banks.

2. The study should be done on the bank's products that users need in order to use them as marketing strategies for bank products in order to be useful in offering bank products that meet the needs of customers who use the bank's services as much as possible.

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