

## An Investigation of Customers' Perception and Attitude towards Krung Thai Bank in Thailand

**Authors :** Phatthanan Chaiyabut

**Abstract :** The purposes of this research were to identify the perception of customers towards Krung Thai Bank's image and to understand the customer attitude towards Krung Thai Bank's image in Bangkok, Thailand. This research utilized quantitative approach and used questionnaire as data collection tool. A sample size of 420 respondents was selected by simple random sampling. The findings revealed that the majority of respondents received information, news, and feeds concerning the bank through televisions the most. This information channel had significantly influenced on the customers and their decisions to utilize the bank's products and services. From the information concerning the attitudes towards overall image of the bank, it was found that the majority respondents rated the bank's image at the good level. The top three average attitudes included the bank's images in supports government's monetary policies, being renowned and stable, and contributing in economical amendments and developments, with the mean average of 4.01, 3.96 and 3.81 respectively. The attitudes toward the images included a business leader in banking, marketing, and competitions. Offering prompt services, and provided appropriate servicing time were rated moderate with the attitudes of 3.36 and 3.30 respectively.

**Keywords :** attitude, image, Krung Thai Bank, perception

**Conference Title :** ICEMBIT 2014 : International Conference on Economics, Management of Business, Innovation and Technology

**Conference Location :** London, United Kingdom

**Conference Dates :** June 29-30, 2014