

Strategies in Customer Relationship Management and Customers' Behavior in Making Decision on Buying Car Insurance of Southeast Insurance Co. Ltd. in Bangkok

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Abstract : The objective of this study is to investigate strategies in customer relationship management and customers' behavior in making decision on buying car insurance of Southeast Insurance Co. Ltd. in Bangkok. Subjects in this study included 400 customers with the age over 20 years old to complete questionnaires. The data were analyzed by arithmetic mean and multiple regressions. The results revealed that the customers' opinions on the strategies in customer relationship management, i.e. customer relationship, customer feedback, customer follow-up, useful service suggestions, customer communication, and service channels were in moderate level but on the customer retention was in high level. Moreover, the strategy in customer relationship management, i.e. customer relationship, and customer feedback had an influence on customers' buying decision on buying car insurance. The two factors above can be used for the prediction at the rate of 34%. In addition, the strategy in customer relationship management, i.e. customer retention, customer feedback, and useful service suggestions had an influence on the customers' buying decision on period of being customers. The three factors could be used for the prediction at the rate of 45%.

Keywords : strategies, customer relationship management, behavior in buying decision, car insurance

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