

## AN APPROACH TO INCREASES THE GOVERNMENT SAVINGS BANK'S LOTTERY SALES VOLUME OF BANK FOR AGRICULTURE AND AGRICULTURAL COOPERATIVE IN BANPHAI BRANCH, KHON KAEN PROVINCE

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### Abstract

The objective of this independence study were 1) to examine the customer behavior and to examine the marketing mix factors affecting the decision making of purchasing the BAAC savings bank's lottery, and 2) to create guidelines to increase volume of the BAAC savings bank's lottery in Ban Phai Branch, Khonkaen province. 400 samples of questionnaire survey was conducted among a group of customers. The results showed that, the customers who purchase the Government savings bank's lottery of bank for Agriculture and Agricultural Cooperatives due to the reputation of the bank and marketing mix factors that most affecting their decision making is price ( $\bar{x}$  =4.62, S.D. =0.61) followed by process ( $\bar{x}$  =4.61, S.D. =0.61), people ( $\bar{x}$  =4.56, S.D. =0.58), product ( $\bar{x}$  =4.50, S.D. =0.74), promotion ( $\bar{x}$  =4.48, S.D. =0.67), productivity and quality ( $\bar{x}$  =4.45, S.D. =0.60), physical evidence ( $\bar{x}$  =4.38, S.D. =0.70) and place respectively ( $\bar{x}$  =4.29, S.D. =0.75). PESTE Analysis, Five Forces Model and SWOT were also analyzed. The results were used for planning to Increase the Government savings bank's lottery of Bank for Agriculture and Agricultural Cooperatives (BAAC) in 2 projects which includes as follow: 1) Public Relations the savings bank's lottery of bank for Agriculture and Agricultural Cooperatives in Ban Phai Branch, Khonkaen province , 2) Skills enhancement to improve service quality and performance. After the implementation of these 2 projects, it is expected that it could increase volume of Government savings bank's lottery to meet the target effectively at least 150 million baht within 2015.

**Keywords:** The savings bank's lottery, sales volume.



## Introduction

The details and importance of problems; Currently, The Bank of Thailand has decreased the interest rate for savings resulted in decrease in the amount of the bank's savings and for that reason, the researcher who is a part of the bank's employees at BAAC Ban Phai branch, Khonkaen province has been assigned to design projects to increase the volume of savings bank's lottery to meet the target of at least 150MN Baht. The Project to Promotion savings deposits lottery within 1 Year. The research study of BAAC, Ban Phai branch, Khonkaen province was conducted according to the bank's policy and to improve the competencies of the staff for better performance of the bank's operation.

## Objectives

1. To examine the customer behavior Deposits of Service the BAAC savings bank's lottery.
2. To examine the marketing mix factors affecting the decision making of Deposits of Service the BAAC savings bank's lottery.
3. To create An Approach to increase sales volume of the BAAC savings bank's lottery in Ban Phai Branch, Khonkaen province.

## Methodology

The study in guidelines for An Approach to Increase The Government Savings Bank's Lottery Sales Volume of Bank For Agriculture and Agricultural Cooperative in Banphai Branch, Khonkaen Province was survey research in factors related to Sales Volume. The study employed secondary data from tables, research documents and theses. The primary data was derived from survey interview by deploying questionnaires to the customers of BAAC bank's the objectives as follows:

1. **To examine the customer behavior Deposits of Service the BAAC savings bank's lottery** as follows: This research is an applied research that study consumer behavior [1] and descriptive research of marketing mix. [2] The researcher interpreted, analyzed and processed the gathered information and prepared under descriptive analytical method (Mario F. Triola 1995) [3] using descriptive statistics to show the figures.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size

N= proportion of population in Banphai District

e = Maximum error (0.05)

Representing values:

$$n = \frac{28,892}{1 + 28,892(0.05)^2} = 395$$

For data analysis, for the convenience of processing, the researchers used 400 samples. The data was collected in 3 months (February and April, 2015). The tool used was 1 questionnaire which separated into 4 sections as follows:

**Section 1:** Consisted of general information of respondent such as gender, Status, Family members, age, educational level, career, monthly income, and the questionnaire aspects was check list.

**Section 2:** The questionnaire related to attitudes and behaviors of customer. The aspect was check behaviors deposit of Service with BAAC Bank.

**Section 3:** The questionnaires related to marketing mix factors which affected to the decision making of saving bank's within Banphai area included with the field of product/price, place/Promotion, Process, People, Physical Evidence, Productivity and Quality, by using Likert's rating scale questionnaire with 5 levels as follows:

- 5 = extremely important
- 4 = very important
- 3 = moderately important
- 2 = somewhat important
- 1 = not at all important

**Section 4:** Recommendations for sales volume.

The researchers conducted collected data analysis [4] as the following steps:

- 1) Analyzed general information of respondents such as gender, age, educational level, occupation, income by frequency distribution and determined percentage.
- 2) Analyzed data related to attitudes and behaviors of customers using application program to find mean and percentage.
- 3) Analyzed data related to decision making factors of customers as descriptive statistics for presenting or describing the collected data aspects by determining frequency distribution, percentage and standard deviation.

The standard for score level interpretation as Best's concept [5] was described as follows:

- Mean ranged in 4.50-5.00 means extremely important.
- Mean ranged in 3.50-4.49 means very important.
- Mean ranged in 2.50-3.49 means moderately important.
- Mean ranged in 1.50-2.49 means somewhat important.
- Mean ranged in 1.00-1.49 means not at all important.

**2) To examine the marketing mix factors affecting the decision making of Deposits of Service the BAAC savings bank's lottery** as follows: The populations used in this study were the group of customers which come to deposits of saving. as following: Conducted study in internal and external environment for the Bank businesses around Banphai District by using external state data which derived from PESTE Environment Analysis [6], Five Forces Model of Industry Competition [7], observation in internal and external state using SWOT Analysis [8].

**3) To create An Approach to increase sales volume of the BAAC savings bank's lottery in Ban Phai Branch, Khonkaen province** as follows: Adopted study of attitudes,



behavior and factors affecting of customers for the deposits of services with the marketing mix 8P's [9] analyzed from data collected from questionnaires, consumer behavior and decision making analysis, determining business position. After completely collected data, the guidelines for increase sales volume.

## Result of the study

To examine the customer behavior Deposits of Service the BAAC savings bank's lottery

**Section 1 General information of customers:** General information; we found that the customers of BAAC Ban phai branch Khonkaen province are mostly female with married status which accounted for 58.25%, and female with single status for 31.50%, 30.75% of the customers having 4 family members while those with 5 family members are 26.50%. 36.75% are those who aged between 36-45 years old and 31.50% are 25-35 years old. 45.25% having bachelor degree and 25.25% having high school degree. Most of the customers are government officers and state owned enterprise officers which accounted for 30.50% and 21.50 are corporate officers, 36.25% earning 15001-20000 Baht a month and 21.75% earning 20001-30000 Baht a month on average.

**Section 2 Customer's attitudes and behaviors:** From the customer behavior information of BAAC Ban Phai branch, Khonkaen province, we found that most of them (56%) have purchased BAAC savings bank lottery in which the most popular type that currently being held is Taweasin savings bank lottery followed by BAAC savings bank lottery at 48% and 43% respectively. 38.25% are holding 11-100 units of savings bank lottery followed by 101-1000 units for 31.75%. 43% of the customers purchased savings bank lottery because of bank's reputation and 24% of the customers purchased them because of recommendation of bank's staff. 39% of the customers received products and services information from bank's staff while 20% received information from TV commercials. 96.50% of the customers are willing to pass on the information of savings bank lottery to others while 2.75% are unsure.

**Section 3 Factors affecting the decision to use banking services :**Marketing mix factors affecting decision making in purchasing BAAC savings bank's lottery are not significantly different between those who have different occupation and income level, they concern most about price, service process and service staff.

Factors affecting customer's decision making in buying BAAC savings bank's lottery are price (4.62 on average and 0.61 on standard deviation), interest rate on due date (4.65 on average) and unit price of savings bank's lottery (4.59 on average).

To examine the marketing mix factors affecting the decision making of Deposits of Service the BAAC savings bank's lottery

From our PESTE Analysis we found that the positive effects are politics, economics, culture and social, technology and physical environment while the negative effects are technology. Our Five Forces Model reveals that the competition within the industry influence the most in business operation followed by negotiation power of buyers has a severe effect in business operation, threat of substitute product and services have moderate effect, threat of the new entries have minor effect and negotiation power of wholesalers are having the least effect.

From the internal environment analysis we found that the bank is the market leader in term of market share, having liquidity with adequate cash flow, having skillful and competent staff to provide services in accordance to the customer's need.

### 3) To create An Approach to increase sales volume of the BAAC savings bank's lottery in Ban Phai Branch, Khonkaen province

In summary, the designation of guidelines for projects to increase the volume of BAAC savings bank's lottery of BAAC Ban Phai branch, Khonkaen province are composed of the PR project of BAAC savings bank's lottery of BAAC Ban Phai branch, Khonkaen province in order to have access to the customers and to give them better information, the skills enhancement project to improve service quality and performance for better understanding of the products and service in order to provide accurate suggestions to the customers. We are expecting that after the implementation of these 2 projects, the BAAC Ban Phai branch, Khonkaen province will be able to provide better service with more precision according to customer's need, satisfaction and the bank potential for the overall benefit of the bank's business.

#### Comments of the results

Price is the most influential factor for decision to purchase savings bank's lottery of BAAC, Ban Phai branch, Khonkaen province because the price per unit of BAAC savings bank's lottery is low with reasonable interest rate which is similar to the research of Monnitra Kumtaeja (2012) [10] who conducted the research for the factors influencing in decision making of no fixed savings for Thai Military Bank, Muang district, Lampang province. The result shown that the interest rate of no fixed savings is highly influential in customer's decision making because the interest rate is higher than regular savings. It is also similar to the study of Mongkol Wongwesh (2010) [11] who studied for the guidelines to increase revenue which is not interest for Krung Thai Bank, Central Plaza Khonkaen branch in which the result is shown that marketing mix that most influence customer's decision making is price. The research of Kanokorn Athipatkul (2012) who studied for guideline for increasing volume of fixed savings for ACBC bank, Udon Thani business center's branch also gave similar result that service provider personnel is the most crucial for customer's decision making because the staff could provide the service conveniently. The product factor that matched with customer's need according to the research of Naruemon Chaikeawmae (2011) [12] who studied customer satisfaction to saving service of Siam Commercial Bank, Pratu Changpuek branch and it is found that the marketing mix that the customers most satisfy with is product. The service process factor that most crucial to the customers according to the research of Aphichat Sodklai (2010) [13] who studied strategic planning for increasing volume of fixed savings of Siam Thai Bank, Ban Phue branch, Udon Thani to prepared strategic planning for increasing volume of fixed savings that focus on giving knowledge and inviting customers to use the service which is about process management so that customers can understand and resulted in more customers. In distribution channel, promotion, physical, efficiency and service quality are different from related research but the researcher will compare to bring suggestions that meet with customer's needs for benefit of the bank's business.



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