## BEHAVIOR OF CUSTOMERS OF THANACHART BANK PUBLIC COMPANY LIMITED IN CHOOSING DEPOSIT SERVICES IN RATCHATHEWI DISTRICT OF BANGKOK

## PINYANUT LEELAWANAWAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL

FULFILLMENT OF THE REQUIREMENTS FOR EXECUTIVE

MASTER OF BUSINESS ADMINISTRATION PROGRAM

GRADUATE COLLEGE OF MANAGEMENT

SRIPATUM UNIVERSITY

ACADAMIC YEAR 2014