

The marketing mix factors as marketing promotion influenced consumer behavior on purchasing sunglasses were at high level which associated to the research study of Pantita Keawma. (2556 B.E.). studied on “Consumer behavior on purchasing glasses in Bang Rug, Bangkok”, and revealed that consumer prioritized on marketing promotion was at high level.

9. Suggestions from the study results

As for the products aspect, the study results found that consumer prioritized on variety of products selection, well-known brands, and ISO standard.

As for prices aspect, the study results found that consumer prioritized on appropriate prices with quality, wide range of prices, well written price labels, adjusted prices according to the quality, and comparable prices to competitors.

As for distribution channel, the study results found that consumer prioritized on stores location that near consumer, shopping through e-commerce, shop owners should locate stores in good location with easy access, online shopping for consumer convenient and gain consumer satisfaction the most.

As for marketing promotion, the study results found that consumer prioritized on multimedia advertising, for example, direct e-mail, free eyes examination, invite professional eyes examiner to provide information regarding how to maintain healthy eyes, in stores special event to introduce new products in order to increase sales and stores images.

9.1. Suggestions for the future research

There is a need for additional research for marketing promotion strategy for sunglasses’ business.

10. References

- [1] Savittri Surathamvit. (2558 B.E.: abstract) studied on “Opening Vittri fashion sunglasses business project”
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- [4] Jittaboon Jantapan. (2550 B.E.: abstract). studied on “Marketing mix factors correlated to consumer behavior on buying glasses at department stores in Bangkok area.”
- [5] Terasak Pojananuparp. (2555 B.E.: abstract). Studied on “Marketing mix factors correlated to consumer behavior on purchasing sunglasses in Bangkok.