

# The Factors of Consumer Behavior on Selecting Sunglasses

Nongwang Zhen.,MBA and Dr. Chairat Suriyapa.,PhD

Graduate school of business Administration, Kasembundit University, Bangkok, Thailand

**Abstract:** *The purposes of this study were to determine consumer behavior and marketing mix factors which influencing consumer to purchase sunglasses. The samplings group were 385 customers who bought sunglasses by using questionnaire as a tool to collect data. The collected data was analyzed by statistical application for percentage, mean, standard deviation, Chi-square, and regression analysis.*

*Results from the study revealed that most of respondents were females, age between 20-29 years old, monthly income between 20,000-30,000 baht, earned bachelor degree, and worked for private industries. Consumer behavior on selecting the sunglasses indicated that most of respondents purchased radiation protection lens from optical stores for eyes protection by themselves, purchased glasses 1.7 times annually, and spent 1,427 baht each time. The overall picture of the opinions of marketing factors which influencing consumer to purchase sunglasses were at high level when examined in each aspect, such as products, prices, distribution channel, and marketing promotion, respectively. The hypothesis testing results revealed that personal different factors, such as gender, age, occupation affected consumer behavior on purchasing sunglasses at statistical significant 0.05.*

**Keywords:** *factors influencing consumer behavior on purchasing sunglasses*

## 1. Introduction

### 1.1. Significance of the Study

“Sunglasses” has become a part of dress fashion of the people in society and because of Thailand is a climate country, so that sunglasses become part of every life, to protect the eyes from radiation which create from the sunlight, and using sunglasses while driving. Sunglasses markets planning strategy will be ongoing arrangement throughout the year. Therefore, there is obviously market planning concentrate during summer season. By relying on a strategy of seasonal items, even for a short period, because consumer is likely to purchase more sunglasses during this season. So, this is a high season to increase sales for sunglasses more than other seasons of the entire year. Also, it is a high season for the tourism which store owners should have proactive marketing strategy, create a colorful sunglasses market in order to increase the sales, to persuade consumer to be aware of sunlight radiation by using UV sunglasses protection, to choose quality sunglasses, well-known brands, and modern designed that suitable for their personality, especially youth group preferred famous brand names for the reason of better confident and image. Therefore, during summer season should be reason that sunglasses store owners should be competed the sales with other stores, such as greater sale promotion, discount prices, and free gift with purchased, etc.

### 1.2. The Purposes of the Study

The purposes of the study were to determine consumer behavior and marketing mix factors which influencing consumer to purchase sunglasses.

## 2. Frame work of the study

The study of the factors which influenced consumer behavior on purchasing sunglasses based on consumer behavior and marketing mix factors theories which consisted of products, prices, distribution channel, and marketing promotion. The samplings group was 385 consumers who live in Bangkok.

The period of this study started in November 2559 B.E. – February 2560 B.E.

## 3. Methodology of the study

Primary data as the data collected by questionnaire distribution. Secondary data as the data collected from books, periodicals, documents, texts, related research, and the Internet.

A self-administered questionnaire includes three measurements which is used to measure the factors which influenced consumer behavior on purchasing sunglasses. The following are the measurement of each construct:

- 1) Personal data is a general data questions consisted of gender, age, monthly income, level of education, and occupation. Created nominal scale of 5 questions which measure and organize data into groups base on a property as defined as a checklist. There are choices of answer, but respondents can only answer one question and use simple statistical application to analyze the percentage and mean.
- 2) There are questions regarding consumer behavior on purchasing sunglasses, such as sun glasses styles, places to buy, reasons to buy, etc., there are six nominal scale of self-administered questionnaire which measure and organize data into groups base on a property as defined as a checklist. There are choices of answer, but respondents can only answer one question and use simple statistical application to analyze the percentage.
- 3) There are questions consist of products, prices, distribution channel, and marketing promotion regarding consumer opinions on marketing mix factors which influencing consumer to purchase sunglasses. Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement. The Likert scale were used a five-point rating scale and process with 22 statements.

Processing the information obtained from the questionnaire with Microsoft Excel program by finding the percentage and mean.

## 4. Statistics used in the data analysis

Descriptive statistics specified and explain personal information, then applied statistical application for the percentage, mean, and standard deviation to describe the demographic data of the respondents for various variables. Inferential statistical application tests used for analysis in the Chi-square test, and Regression Analysis.

## 5. Conceptual framework of the study

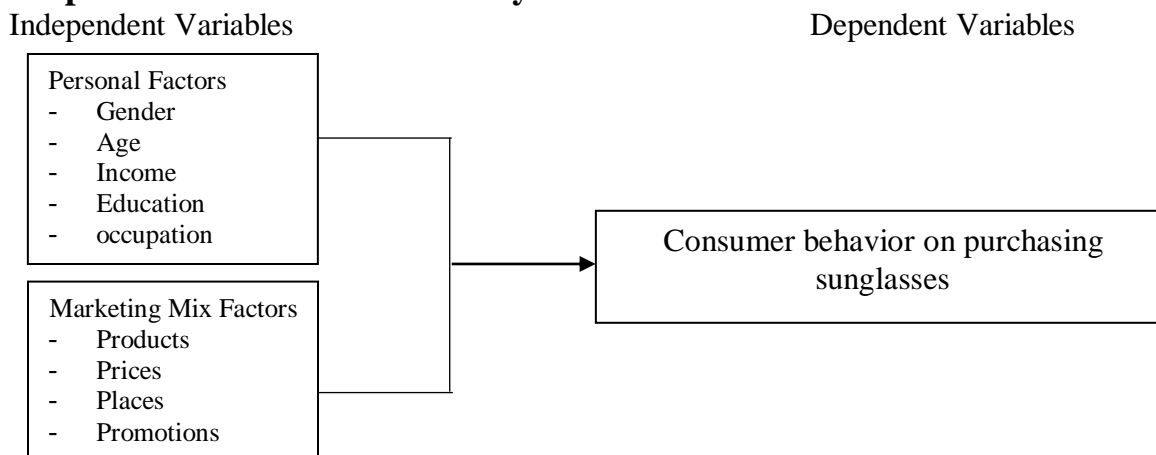


Fig. 1.1 shows conceptual framework of the study

## 6. The Results from the Study

Findings results from the study revealed that most of respondents were females, age between 20-29 years old, average monthly income between 20,001-30,000 baht, received bachelor degree, and worked for private industries.

Consumer behavior on purchasing sunglasses revealed that most of respondents chose radiation protection sunglasses, purchased from optical stores, reason for eyes protection, purchased by self-decision, period of purchasing about 1.7 time annually, and each spending approximately 1,427 baht.

The overall picture of the opinions on factors of marketing mix which influenced consumer to purchase sunglasses were at high level.

The overall picture of the opinions on products aspect were at high level with the important detail of high level within 7 aspects, such as variety of selection, well-known brands, FDA standard, stylist, service after sale, warrantee, and UV protection, respectively.

The overall picture of the opinions on prices aspect were at high level with the important detail of high level within 5 aspects, such as prices appropriate to quality of sunglasses, variety of prices range, well display prices label, credit card payment option, and payment through cellular phone, respectively.

The overall picture of the opinions on distribution channel aspect were at high level with the important detail of high level within 6 aspects, such as stores near consumer for the convenient, e-commerce, famous stores with trustworthy, and offer at department stores, respectively.

The overall picture of the opinions on marketing promotion aspect were at high level with the important detail of high level within 5 aspects, such as advertising through media channel, direct mail, free eyes examination, promotion events, and free gift with purchased.

## 7. The Results from the Hypothesis Testing

Hypothesis 1: the different personal factors affected consumer behavior on purchasing sunglasses.

The results from hypothesis testing revealed that the different personal factors, such as gender, age, level of education, monthly income, and occupation affected consumer behavior on purchasing sunglasses at statistical significant 0.05 level.

Hypothesis 2: marketing mix factors influenced consumer behavior on purchasing sun glasses.

The results from hypothesis testing revealed that marketing mix factors, such as products, prices, and distribution channel influenced consumer behavior on purchasing sunglasses at statistical significant 0.05 level.

## 8. Conclusion and discussion

The overall picture of the opinions of marketing mix factors influenced consumer behavior on purchasing sunglasses were at high level which associated to the research study of Savittri Surathamvit. (2558 B.E.) studied on "Opening Vittri fashion sunglasses business project", and revealed that consumer prioritized on marketing mix factors which influencing consumer behavior on purchasing sunglasses from stores on the average opinions of high level on every aspect.

The marketing mix factors as products influenced consumer behavior on purchasing sunglasses were at high level which associated to the research study of Jittaboon Jantapan. (2550 B.E.). studied on "Marketing mix factors correlated to consumer behavior on buying glasses at department stores in Bangkok area.", and revealed that consumer prioritized on quality products was at the high level.

The marketing mix factors as prices influenced consumer behavior on purchasing sunglasses were at high level which associated to the research study of Sriplai Imsamran. (2554 B.E.). studied on "Consumer behavior on purchasing big eyes contact lens of college students at Cheatupon business college", which revealed that self-decision on buying contact lens and prioritized on prices was at the high level.

The marketing mix factors as distribution channel influenced consumer behavior on purchasing sunglasses were at the high level which associated to the research study of Jittaboon Jantapan. (2552 B.E.). studied on "Marketing mix factors correlated to consumer behavior on buying glasses at department stores in Bangkok area.", and revealed that consumer prioritized on distribution channel was at the high level.

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**

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