

Abstract

Research Title : Marketing Mix Factors Affecting to Service Decision of Optical Shop
in Sathorn Area

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The purposes of this research were to study the demographic characteristics, the marketing mix factors and the service decision of Optical Shop in Sathorn Area. The samples used for this study are 400 samples from people who servicing at Optical Shop in Sathorn Area. Questionnaires were used to collect data. The data was analyzed as frequency, percentage, mean, and standard deviation. For hypothesis testing was used ANOVA, and Chi-square.

The results of the study showed that most customers were female, aged over 50 years old, hold bachelor's degree, worked in private companies and freelance, and earned over 30,000 Baht. In addition, the most customers selected the kind of glasses for work. The important reason of service was buying the specific glasses. The frequency of servicing was 1 time per year. The period of time servicing was 5:00 pm onwards. The duration of the service took 30-60 minutes.

In addition, the researcher found that the overall of the important level of marketing mix factors affecting to service decision of Optical Shop in Sathorn Area was high level. The most important factor was people. Secondly, it was process. The lowest important was promotion. The hypothesis testing revealed that the demographic characteristics related to service decision of

Optical Shop in Sathorn Area was gender, age, marital status, level of education, occupation, and income. In addition, the researcher found that marketing mix factors: product, price, place, promotion, people, process and physical evidence related to service decision of Optical Shop in Sathorn Area.

From the results of the research found that the promotion was the least important marketing mix factors. The entrepreneur should be defined to advertising and public relations in order to introduce the new product, to provide the sales promotion continuously to attract the customers and to maintain the market share and increase the sales for the company.