

## Abstract

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| <b>Title</b>            | Consumer Characteristics and Marketing Mix Factors<br>Influencing Buying Decisions of School Uniform Socks in<br>Muang District, Chiang Mai |               |
| <b>Researcher</b>       | Shuangmei Zhao  |               |
| <b>Project Advisors</b> | Dr. Somboon Panyakom  | Dr. Nu Nu Yin |
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This study aims to investigate the consumer characteristics and the level of importance of the marketing mix factors influencing customers' buying decisions of school uniform socks in Muang District, Chiang Mai. One hundred parent respondents and one hundred student respondents participated in the study. The convenience sampling technique of non-probability was adopted in the selection samplings process.

The results of the study show that the majority of both the parent and student respondents are female. Most of the parent respondents' ages are between 30-50 years old, work as employees in government and private enterprises. Their families earn more than ThB 10,000 per month. Similarly, most student respondents are aged between 14-17 years old. Most of their parents or guardians are self employed / business owners. In addition, most of their families earn more than ThB 30,000 per month.

Most parents and students normally go to buy school uniform socks when it is necessary, such as when school uniform socks are worn out. Most of them prefer to

buy school uniform socks by bulk. However, most parents like to buy school uniform socks by free size, and most students like to buy school uniform socks according to their feet sizes. Most of them usually do make price and quality comparisons before deciding to buy school uniform socks. The price range for school uniform socks that most parents and students like to buy is ThB 11 - 20 per pair, or less. In addition, the most convenient time for parents and students to buy school uniform socks are between 11:00 - 16.00 on Saturdays and Sundays. They prefer to buy school uniform socks when they are shopping at the market, such as in supermarket (Tesco Lotus, Carrefour, and Big C), and at local market sock stalls as well.

In terms of marketing mix factor, parents consider price as the most important factor that influences them when making school uniform socks buying decisions, followed by product, promotion, and place. However, the most influential marketing mix factor that affected the students' decision-making is product, followed by price, place/location, and promotion respectively.

It is therefore recommended that the sock suppliers should focus more closely on : **Product aspect** - constantly offer good quality school uniform socks, which are of a standardized material, white color, good ankle tightness, length, size and elasticity of socks to create customer value and satisfaction; **Price aspect** - shape the cost leader competitive strategy to reduce distribution channel costs from sock suppliers, and provide cheaper prices, discount prices or special promotion prices to attract customers; **Promotion aspect**- intensive sales promotion more than advertising. For instance, shop displays with varieties of sock, informative sale persons wait to take care of customers individually, using discount promotion and back to school promotion sales to return some profits to customers, etc; **Place aspect** - create a convenient shopping environment for customers. For example, set up a tent to sell school uniform socks to students directly in schools at the start of each new semester. This will be very convenient for both parents and students to purchase necessary school products once.