

**Independent Study Title** Marketing Mix Factors Effecting the Buying Decision  
for Lotion of Women in Krathum Baen District,  
Samut Sakhon Province

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**Abstract**

The objective of this study was to study marketing mix factors effecting the buying decision for lotion of women in Krathum Baen District, Samut Sakhon Province and considerably the problem. Data were collected by using questionnaires with 200 samples, all data were collected from women who bought and used lotion in the Krathum Baen district, Samut Sakhon province. The statistics presented the results were applied in form of frequency percentage and mean.

The results of the study showed that the respondent rated the importance of all marketing mix factors at high level as following: price, factor, product, factor, promotion factor and place factor respectively.

The first effective sub factors of the product was considered as the product's quality. The first effective factors of the price was price label. The first effective factors of the place factor was product available in all place. And the most effective factors of the marketing promotion was concerned with the sale promotion.

In addition to all factors mentioning above it founded that the product's label seems to be popular mostly were comprised of OLAY PONDS and NIVEA respectively

more others. Most of women bought lotion once with in two months. They prefer to buy the mentioned products at the department stores. The most important reason was due to making and attracts them to buy this kind of product was to maintain their face skin freshy. Price raising and changing in its price effects the target group's making decision reasonably. In case of no brand that they used they will not buy other brand because of the customers believe and get in brand loyalty. They think negatively to the side-effects incurred to their tender skin.

The result of the study showed that the most of respondent rated the importance of all problem at the high level as following : the first was price problem next was product problem, promotion problem and place problem respectively.

The first sub problem in each factor were as following: product problem was product had only one advantage .The problem of the price was not show clearly the price label. The problem of the place was the product not displayed on the regular and permanent stalls. And the problem of the promotion was no product for examined.