

were at high level which associated to the research study of Preyavee Chuakamhod. (2552 B.E.) who studied on factors of marketing mix influencing consumer behavior on selecting perfume products of private university students in Bangkok.

Recommendations from the study

The products aspect: manufacturers to improve the quality of perfume which is in good condition.

The prices aspect: the manager should set prices appropriate to the quality of perfume and comparable to competitors.

The distribution channel aspect: administrative officers should provide perfume sale and display counter in department stores.

The marketing promotion aspect: manufacturers should offer perfume test at display of perfume sale and service counter in department stores for customers.

Suggestion for future research

The purposes of this study were to determine Chinese consumer behavior and marketing mix influencing selection of perfume. The future study should select general sampling group of perfume users with qualitative research in order to get clear picture of the study result

REFERENCES

- [1] Jakkrit Coopapan. (2547 B.E.: Abstract). The attitude and behavior of youth consumer effecting the face foam wash product in Bangkok.
- [2] Chotiros Nummisri. (2548 B.E.: Abstract). The factors of consumer behavior affected on choosing perfume for working lady in Bangkok.
- [3] Tongchai Santivong. (2540 B.E.: Abstract). The consumer behavior of marketing. Bangkok: Thai
- [4] Preyavee Chuakamhod. (2552 B.E.: Abstract). The factors of marketing mix influencing consumer behavior on selecting perfume products of private university students in Bangkok
- [5] Pattita Gagardi. (2554 B.E.: Abstract). The factors of marketing mix service influencing consumer behavior of credit card users in Bangkok. Thesis, Master of Business Administration.
- [6] Pibul Tepapal. (2543 B.E.: Abstract). New era of marketing management in 21st century. 1st edition, Bangkok.
- [7] Pavinee Chevapark. (2553 B.E.: Abstract). Consumer behavior on buying frozen Tv dinner food in Municipality District, Ubon Ratchathani Province.
- [8] Siriwan Sarirat and associate. (2554 B.E.: Abstract). Factors of marketing mix influencing consumer behavior on selecting badminton racket in Bangkok. Bangkok:
- [9] Suporn Sarirat. (2544 B.E.: Abstract). Consumer behavior. Pimluck, Bangkok.'
- [10] Saitip Krinnoi. (2551 B.E.: Abstract). Consumer behavior on choosing products and services at Tesco Lotus Super Center, Surat Thani branch. Thesis, Master of Business Administration.
- [11] Saeri Vongmonta. (2542 B.E.: Abstract). Factors of marketing, consumer behavior, and service quality. Bangkok: Teera film Co.
- [12] Suwat Sirinirund and Paovana Saichoo. (2548 B.E.: Abstract). MBA Handbook. 11th edition, Bangkok: offset.
- [13] Adul Jaturongcakul. (2539 B.E.: Abstract). Consumer Behavior. Bangkok.
- [14] Amolnut Puangchaona and Associate. (2548 B.E.: Abstract). Factors of marketing effecting consumer on selecting of man cosmetics products in Bangkok. Bangkok.
- [15] Aturai Taechasawat. (2547 B.E.: Abstract). Consumer Behavior. Pimluck, Nonthaburi: C.V.L. Co., Ltd. University of the Thai Chamber of Commerce. Business Administration Department.
- [16] Engel. Blackwell and Miniard. (1993: G-1). Consumer Behavior.
- [17] Schiffman and Kanuk. (1994: 659). Consumer Behavior.