

ABSTRACT

This research aimed to study the considerations of office women in choosing brassieres and to explore the brassiere purchasing behavior for launching new brands in the lingerie market. The samplings were 120 office women who work in urban areas of Bangkok.

The instrument of this study was the questionnaire which consisted of four parts: demographic information, brassieres choosing behavior, opinions toward brassieres and suggestions toward brassieres. The descriptive statistics as percent, frequency, mean, and standard deviation were used to analyze the data. It was found that most of the respondents were between 25-29 years old, and possessed a Bachelor's degree. The largest proportion of the office women wore "Wacoal" brand because of its high quality. The majority of the respondents spent 301-500 baht and bought two brassieres each time. Under wire brassiere was a favorite type of brassiere that most of the respondents bought. Most of the women buy brassieres 3-4 times a year. The respondents believed in their personal taste when choosing brassieres. The major thing that the respondents considered for brassieres selection was qualities, while brands were not what the respondents considered. The price range between 100 to 300 baht affected most respondents. Department stores were the place where the majority of respondents bought brassieres. Special discount was the most effective promotion for brassiere purchasing. Providing there was a new imported brand of brassiere, most respondents were willing to buy.

The respondents' opinions toward brassieres sold in the market were in a positive way in terms of quality, design, comfortable feeling, distribution channel, promotion, and fitting. The respondents gave many suggestions for brassieres which could be categorized into four groups: design, comfort, price, and quality.