

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	iv
LIST OF TABLES.....	vi
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	4
1.3 Objectives of the Study.....	4
1.4 Variables and Definitions of Terms.....	4
1.5 Scope of the Study.....	7
1.6 Significance of the Study.....	7
1.7 Organization of the Study.....	7
2. REVIEW OF LITERATURE.....	8
2.1 The Theory of Determinants of Consumer Behavior.....	8
2.2 The Theory of Decision Making.....	9
2.3 The External Factors Affecting Purchase Decisions.....	10
2.4 The Marketing Strategies.....	11
2.5 Relevant Research.....	12
3. METHODOLOGY.....	13
3.1 Subjects.....	13
3.2 Materials.....	13
3.3 Procedures.....	14
3.4 Data Analysis.....	14
4. RESULTS.....	15

4.1 Demographic Information of the Respondents.....	15
4.2 Characteristics of Brassiere Purchasing Behavior.....	18
4.3 Opinions toward Brassieres.....	22
4.4 Suggestions regarding brassieres.....	23
5. CONCLUSIONS, DISCUSSIONS, AND RECOMMENDATIONS.....	26
5.1 Summary of the Research.....	26
5.2 Summary of the Findings.....	27
5.3 Discussions.....	28
5.4 Conclusions.....	29
5.5 Recommendations for Further Research.....	29
REFERENCES.....	31
APPENDIXES.....	33
A. Questionnaire in English.....	33
B. Questionnaire in Thai.....	37
C. Types of brassieres.....	41