

CHAPTER FOUR

RESULTS

The previous chapter described the subjects, materials, and relevant procedures to collect and analyze the data. This chapter reports the results of the study of considerations of office women in choosing brassieres in urban areas of Bangkok. The data was collected from 120 respondents.

This study used the Statistical Package for the Social Sciences (SPSS) Version 15.0 for Window to analyze the collected data: frequency, percentage, summation, mean, and standard deviation.

The research results are divided into four parts as follows:

- 4.1 Demographic information
- 4.2 Characteristics of brassiere purchasing behavior
- 4.3 Opinions toward brassieres
- 4.4 Suggestions toward brassieres

4.1 DEMOGRAPHIC INFORMATION

As shown in Table 1, the age of one-third of respondents (36.6%) were between 25-29 years, followed by 30-34 years (25.9%). There were some respondents aged between 40-44 years.

Table 1. Age

Age	Frequency	Percent
20-24	19	15.8
25-29	44	36.6
30-34	31	25.9
35-39	19	15.8
40-44	0	0.0
≥45	7	5.7
Total	120	100

Table 2 shows that the majority of the respondents (37.4%) earn a monthly income of between 10,000 to 15,000 Baht. 19.1% of respondents earn a monthly

income less than 10,000 Baht. Only 7.0% earn a monthly income between 25,001 to 30,000 Baht.

Table 2. Income

Income	Frequency	Percent
< 10,000 Baht	22	19.1
10,000–15,000 Baht	43	37.4
15,001–20,000 Baht	12	10.4
20,001–25,000 Baht	13	11.3
25,001–30,000 Baht	8	7.0
>30,000 Baht	17	14.8
Total	115	100.0

In Table 3, the results revealed that 78.3% of respondents obtained a Bachelor's degree. 10% got a high school level and 10% got a Master's degree, followed by 1.7% with vocational level certificate.

Table 3. Education

Education	Frequency	Percent
High school	12	10.0
Vocational school	2	1.7
Bachelor degrees	94	78.3
Master degrees	12	10.0
Total	120	100.0

As shown in Table 4, most respondents or 65.8% were private company employees whereas 15.8% had other jobs. 9.2% of respondents were self-employed, 6.7% were government officials, and only 2.5% were state enterprise employees.

Table 4. Occupation

Occupation	Frequency	Percent
Private Company Employees	79	65.8
Others	19	15.8
Self-Employed	11	9.2
Government Officials	8	6.7
State Enterprise Employees	3	2.5
Total	120	100.0

Table 5 presents the usually worn brassiere brands of the respondents. The top five ranks are Wacoal (37.5%), Sabina (24.2%), not specified (8.3%), No bra (7.5%), and Triumph (4.2%) respectively.

Table 5. Usually worn brassiere's brands

Brand	Frequency	Percent
Wacoal	45	37.5
Sabina	29	24.2
Not specify	10	8.3
No bra	9	7.5
Triumph	5	4.2
Morgan	3	2.5
BSC	2	1.7
Pop line	2	1.7
Tranee	2	1.7
Vienna	2	1.7
Kulsatree	2	1.7
Every Brands	2	1.7
Mickey	2	1.7
Disney	1	0.8
Elfe	1	0.8
Hanes	1	0.8
Jintana	1	0.8
Vanity	1	0.8
Total	120	100.0

As shown in Table 6, the main reason why the respondents usually wear those brands was due to the product's quality (50.4%), while other reasons such as variety of products, quality of materials, or suitable price were less important in the respondents' views.

Table 6. Reasons why the respondents usually wear those brands

Reasons for choosing a brand	Frequency	Percent
Brand quality	60	50.4
Quality of materials	20	16.8
Variety of products	19	16.0
Price	10	8.4
Others	10	8.4
Total	119	100.0

4.2 CHARACTERISTIC OF BRASSIERE PURCHASING BEHAVIOR

Table 7 shows that most of the respondents (31.9%) spent 301 – 500 Baht on for buying brassieres per time, followed by 100–300 Baht per time (26.1%). Some of respondents spent more than 700 Baht per time (22.7%) and the rest spent 501–700 Baht per time (19.3%).

Table 7. Average Amount of Money Spent for Buying Brassieres Each Time

Amount of money	Frequency	Percent
100–300 Baht	31	26.1
301–500 Baht	38	31.9
501–700 Baht	23	19.3
> 700 Baht	27	22.7
Total	119	100.0

Table 8 shows that most respondents bought two brassieres each time (42.5%), whereas 12.5% of respondents bought three brassieres each time. Only 5% of the respondents bought more than three brassieres per time.

Table 8. Number of Brassieres Purchased at Each Time

Number of brassieres purchased / time	Frequency	Percent
1 piece	14	11.7
2 pieces	51	42.5
3 pieces	15	12.5
More than 3 pieces	6	5.0
Uncertain	34	28.3
Total	120	100.0

Table 9 presents that the majority of respondents buy under wire bras (66.2%). Some of respondents (23.0%) buy all over comfort bras, followed by 6.5% of respondents buy wire free bras. Only 4.3% of respondents buy sport bras.

Table 9. Types of brassieres

Types	Frequency	Percent
Under wire bras	92	66.2
All over comfort bras	32	23.0
Wire free bras	9	6.5

(table continues)

Table 9. (continued)

Types	Frequency	Percent
Sport bras	6	4.3
Total	139	100.0

Table 10 revealed that more than half of respondents (53.8 %) preferred to buy brassieres made of synthetic fabric with spandex. The other respondents preferred to buy brassieres made of synthetic fabric without spandex and natural fabric (23.5% and 22.7%) respectively.

Table 10. Fabric composition of brassieres

Fabric composition	Frequency	Percent
Synthetic fabric with spandex	64	53.8
Synthetic fabric without spandex	28	23.5
Natural fabric	27	22.7
Total	119	100.0

Table 11 shows that most of the respondents (34.2%) often buy brassieres 3-4 times a year. Some of respondents buy brassieres 1-2 times each year (31.7%). Only 8.3% of respondents buy brassieres more than 7 times a year.

Table 11. The frequency of brassieres purchase each year

Frequency of brassieres purchase each year	Frequency	Percent
1 - 2 times	38	31.7
3 – 4 times	41	34.2
5 - 6 times	11	9.2
More than 7 times	10	8.3
Uncertain	20	16.7
Total	120	100.0

Table 12 shows that 83.3% of respondents believed in personal taste when choosing brassieres. Some of respondents (5.8%) choose brassieres based on current fashions and some respondents (5.0%) were influenced by other inspirations such as function, comfort, and available size. None of the respondents believed friends when buying brassieres.

Table 12. The most influential inspiration for buying brassieres

Influential inspiration for buying brassieres	Frequency	Percent
Personal taste	100	83.3
Current fashions	7	5.8
Others	6	5.0
Models	4	3.3
Families	3	2.5
Friends	0	0.0
Total	120	100.0

Table 13 presents the most important things to consider for brassiere selection, they were qualities (36.7%), designs (30.0%), materials (12.5%), brands (10.0%), and prices (9.2%). The least influential inspirations were others such as fitting and giving a good shape while wearing (1.7%).

Table 13. The most important things to consider for brassiere selection

Things to be considered for brassiere selection	Frequency	Percent
Qualities	44	36.7
Designs	36	30.0
Materials	15	12.5
Brands	12	10.0
Prices	11	9.2
Others	2	1.7
Total	120	100.0

As shown in table 14, most of the respondents (51.7%) do not consider brands when they choose the bras. 22.4% of respondents do not consider prices, whereas 10.3% of respondents do not consider designs for their brassiere selection. Only 2.6% of the respondents do not consider a bra's qualities.

Table 14. Things not to be considered for brassiere selection

Things not to be considered for brassiere selection	Frequency	Percent
Brands	60	51.7
Prices	26	22.4
Designs	12	10.3
Materials	11	9.5

(table continues)

Table 14. (continued)

Things not to be considered for brassiere selection	Frequency	Percent
Others	4	3.4
Qualities	3	2.6
Total	116	100

Table 15 presents the price range of brassieres per piece that most affected respondents (47.5%) which was 100-300 Baht, whereas prices less than 100 Baht least affected brassiere purchasing (0.8%). Only 6.7% of respondents were affected by the price which was more than 700 Baht.

Table 15. Price range of brassieres per piece

Price range per piece	Frequency	Percent
Less than 100 baht	1	0.8
100–300 baht	57	47.5
301–500 baht	42	35.0
501–700 baht	12	10.0
More than 700 baht	8	6.7
Total	120	100.0

In table 16, the results revealed that department stores were the place where the majority of the respondents (83.3%) bought brassieres. On the other hand, flea markets were where only 5.0% of respondents bought brassieres.

Table 16. Places for buying brassieres

Places to buy	Frequency	Percent
Department stores	100	83.3
Standalone brassiere shops	14	11.7
Flea market	6	5.0
Mail order	0	0.0
Internet order	0	0.0
Others	0	0.0
Total	120	100.0

Table 17 shows the promotion that most affected respondents purchasing brassieres. This was when the shop provides special discounts (96.7%). Some of the respondents were affected by buy 1, get 1 free promotion (1.7%) like the other promotion (1.7%) which was point accumulation.

Table 17. Promotion affected brassiere purchasing

Promotion	Frequency	Percent
Special discounts	116	96.7
Buy 1, get 1 free	2	1.7
Others	2	1.7
Premiums	0	0.0
A chance to draw lots	0	0.0
Total	120	100.0

In table 18, if there is a new imported brassiere brand, most respondents or 65% tend to buy the new brand. Only 2.5% of respondents will not buy the new brand.

Table 18. Intention to buy a new imported brand

Intention to buy a new imported brand	Frequency	Percent
Buying	78	65.0
Do not buying	3	2.5
Uncertain	39	32.5
Total	120	100.0

4.3 OPINIONS TOWARD BRASSIERES

Table 19 shows the respondents' opinions toward brassieres sold in the market. The degree of each opinion ranged from very much (5) to very little (1). First, the respondents strongly thought that brassieres sold in the market have various designs (4.16). Second and third, the respondents moderately thought that the brassiere designs were good (3.99) and brassiere qualities were suitable (3.23). Fourth, the respondents slightly thought that brassieres were made of suitable fabrics (3.26). Fifth, Comfortable feeling was slight when the respondents wore them (3.20). Sixth, the respondents advised that brassieres be sold with good workmanship (3.09). Seventh, the brassieres' retail prices were moderately suitable (3.34). Eighth, the respondents tended to think that distribution channels were various (3.80). Ninth, the respondents inclined to the view that fitting affected their brassiere selection (3.82). Lastly, the respondents moderately thought that advertisements affected their brassiere selection (3.33).

Table 19. Opinions toward brassieres sold in the market

Opinions toward brassieres	Mean	S.D.
A variety of brassieres	4.16	0.722
Good designs	3.99	0.716
Suitable qualities	3.23	0.730
Suitable fabrics	3.26	0.761
Comfortable feeling	3.20	0.717
Good workmanship	3.09	0.789
Suitable prices	3.34	0.716
Various distribution channels	3.80	0.763
Fitting affecting brassieres' selection	3.82	1.181
Advertisements affecting brassieres' selection	3.33	1.040

4.4 SUGGESTIONS REGARDING BRASSIERES

Table 20 shows the respondents' suggestions regarding brassieres. Their suggestions can be categorized into 4 groups: Design, Comfort, Prices, and Quality. Most suggestions were in the design group (36.4%). For example, the brassiere producers should provide various brassiere designs and good shape brassieres when worn. The suggestions about comfort such as brassiere flexibility, well-fitting brassieres, and comfortable worn bras were ranked second (28.0%), followed by the suggestions about the prices (21.2%) which were that brassieres should be sold at reasonable and valuable prices. The fewest suggestions were in the quality group (12.7%). For instance, brassieres should be produced from good materials, with good workmanship, and with good quality. The durability should also be of concern for the quality suggestion.

Table 20. Suggestions for brassiere development

Need for brassiere development	Frequency	Percent
Design	43	36.4
Comfort	33	28.0
Price	25	21.2
Quality	15	12.7
Total	116	100.0

Table 21 revealed the respondents' suggestions for brassiere improvement that they need. The desired improvements can be categorized into 4 groups: Design, Comfort, Price, and Quality. The suggestions were ranked as follows:

- The quality is ranked first (23.4%). The examples of the quality that should be improved are poor workmanship, poor quality fabric, and nondurable materials.
- The design is ranked second (16.9%). The examples of the design that should be improved are old fashion designs, lack of support and design.
- The price is ranked third (11.3%). There is only one need for price that should be improved which is high price.
- The comfort is ranked fourth (9.7%). The examples of comfort that should be improved are itchy decorations and uncomfortable wire pressure.

Table 21. Suggestions for brassiere improvement

Need for brassiere improvement	Frequency	Percent
Quality	29	38.2
Design	21	27.6
Price	14	18.4
Comfortable	12	15.8
Total	76	100.0

Table 22 presents other suggestions for brassieres that some respondents gave. The suggestions were in four groups as follows:

1) Price

Nine respondents suggested that brassieres should be sold at reasonable prices when compared to the quality.

2) Design

Three respondents requested the manufacturers to produce bigger brassieres than the available sizes in the market.

3) Brand

Two respondents suggested that Thai brassiere brands are better than imported brassieres' brands in term of quality and price.

4) Salesperson

Only one respondent still needed recommendations concerning the product from salespersons.

Table 22. Other suggestions of brassieres

Other Suggestions	Frequency	Percent
Reasonable price	9	60.0
Design of size	3	20.0
Thai Brand	2	13.3
Qualified salespersons	1	6.7
Total	15	100.0

The findings of the study will be discussed and summarized in the next chapter.