

CHAPTER FIVE

CONCLUSIONS, DISCUSSIONS, AND RECCOMENDATIONS

This chapter presents (1) the summary of the study, (2) the summary of the findings, (3) discussion, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

The reasons for choosing brassieres in each target group are different, depending on each person's interest, income, lifestyles, or other factors. Office women who work in the urban areas of Bangkok were considered important in the market because they are the major target group of the adult segment in the lingerie market (Pitsinee & Krissana, 2008). Moreover, office women were likely to be influenced by many factors including influential groups, marketing promotion, etc.

To study the brassiere choosing behavior of the office women in the urban areas of Bangkok, 120 samples were selected by using the quota method. The research was a cross-sectional design to describe the behavior of choosing brassieres by the office women in the metropolis of Bangkok.

The purpose of this research was to describe the considerations of office women in the urban areas of Bangkok for choosing brassieres. Moreover, the objectives were to find out the reasons that make office women choose a particular type of brassiere and to explore the brassiere purchasing behavior for launching a new brand to the lingerie market.

The instrument of this study was a questionnaire which consisted of four parts: demographic information, characteristics of brassiere choosing behavior, opinions toward brassieres, and suggestions toward brassieres. The questionnaire was pre-tested and post-tested before distribution to the samples. After collecting all the questionnaires, the Statistical Package of Social Sciences (SPSS) program version 15 was used to analyze the descriptive statistic looking for percentile, frequency, mean, and standard deviation.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 Demographic Information of the Respondents

The average age of the respondents was 25. Most of them obtained a Bachelor's Degree (78.3%). 37.4% of respondents earned a monthly income of between 10,000 to 15,000 baht. Most respondents or 65.8% were private company employees. "Wacoal" was the brand that most respondents wear (37.5%). The brand quality was ranked first for a reason given when choosing brassieres (50.4%).

5.2.2 Characteristic of Brassiere Choosing Behavior of the Respondents

The majority of the respondents spent 301-500 baht on average for buying brassieres each time (31.9%). Most of the respondents bought 2 pieces of brassieres each time (42.5%). Under wire bras were bought by the largest proportion of the respondents (66.2%). More than a half of the respondents or 53.8% preferred to buy brassieres made of synthetic fabric with spandex. The majority of the respondents bought brassieres 3-4 times a year. The main inspiration that influenced respondents to choose their brassieres was personal taste (83.3%). Most of the respondents considered quality before choosing brassieres (36.7%). On the other hand, the brand was the thing that most of the respondents did not consider for brassiere selection (51.7%). The brassieres' price range that most affected the respondents was 100-300 baht per piece (47.5%). Department stores were the place where the majority of respondents bought brassieres (83.3%). A special discount was the promotion that most respondents were interested in (96.7%). Most of the respondents were willing to buy a new imported brand that provides a suitable quality, design, and price (65.0%).

5.2.3 Opinions Toward Brassieres

In the opinion toward the brassiere product, the means of a variety of brassieres, good designs, suitable quality and suitable fabric were 4.16, 3.99, 3.23, and 3.26 respectively. The means of comfortable feeling, good workmanship, suitable retail prices, and various distribution channels were 3.20, 3.09, 3.34, and 3.80. Meanwhile, the means of fitting and advertisements were 3.82 and 3.33. From overall means of each opinion, it can be concluded that most of the respondents had a good attitude toward brassiere products sold in the market.

5.2.4 Suggestions Toward Brassieres

What respondents wanted developed the most was design (28.5%). Among the respondents, the aspect they would like to improve was the quality (23.4%). Some respondents or 12.5% gave other suggestions for brassieres such as a Thai brand and sales representatives.

5.3 DISCUSSIONS

5.3.1 Discussion about Demographic Information

This research addressed several issues related to the consideration of office women in choosing brassieres.

In term of educational background, the results showed that most office women graduated with at least a Bachelor's degree.

As for income, since most office women were between 24-25 years of age, the information showed that they earned a monthly income of between 10,000 to 15,000 baht which is a normal rate for newly graduated employees.

Focusing on the brassiere brands that office women usually wear, Wacoal was ranked first. The reasons behind these were Wacoal is the most well-known brand in Thailand. Their brassieres were selected due to the quality.

5.3.2 Discussion on the Characteristics of Brassiere Choosing Behavior of the Respondents

According to the study, the respondents tend to believe in their own self-taste to choose brassieres. As mentioned by Walters (1978), in the theory of determinants of consumer behavior, there are four basic consumer variables that control the internal thought processes of the consumer: the consumer's needs, motives, personality, and awareness. These basic determinants can control the consumer's decision-making, but each consumer decides on what action to take as determined by how one feels or perceives. Moreover, the nine elements of competent decision making developed by Mann et al. (1989) also stated that having high self-esteem gives a person the courage to choose.

From the result, the respondents considered design and quality before choosing brassieres. That means the manufacturers should focus on product which is one of the "four Ps" in Marketing Strategies. As mentioned by Zikmund and d'Amico

(2002), product is goods, a service, or an idea which provides both tangible and intangible attributes to satisfy the consumer's needs.

5.3.3 Discussion on Opinion and Suggestion Toward Brassieres

In terms of opinions and suggestions, the respondents had good attitudes overall toward brassieres sold in the market. The design of brassieres was desired to be developed, while the quality was needed to be improved.

When compared to the previous research of the satisfaction of Wacoal lingerie users by Maiyasit (มัยสิทธิ์ ขยายแยม, 2550), the result was positive like this study. The consumers also had good attitudes toward the brassiere products.

According to the external factors affecting purchase decisions by Bettman, Johnson, and Payne (1991). Consumers' attitude and personality may also influence the decision-making process at a particular moment. Therefore, the manufacturer should be aware of these opinions and suggestions in order to serve their consumers' needs and succeed in the competitive market.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above:

5.4.1 Regarding the considerations of the office women in choosing brassieres, the most important considerations were a product's design and quality. They also seek for brassiere development and improvement in terms of design, quality, and price.

5.4.2 According to the findings of the study, the office women tended to buy suitably designed, high quality, and good prices brassieres. They also had good attitudes overall towards brassieres sold in the market.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the finding and conclusions of this study, recommendations are made for further research as follows:

5.5.1 The weakness of this research was the limitation to only 120 office women who were asked in a specific area as there are other targets and places which this survey did not cover. For a more complete picture future surveys should be conducted with a greater number of subjects in various groups such as students or housewives, and at other places such as other districts.

5.5.2 As this study was conducted based on the considerations in choosing brassieres, the scope of results are limited only to the brassiere product. There are also other interesting garment products which can be surveyed; such as casual wear, sportswear, and children's wear.