

REFERENCES

- Bettman, J. R., Johnson, E. J. & Payne, J. W. (1991). Handbook of consumer behavior. In T. S. Robertson & Kassarijian (Eds.), *Consumer decision making* (pp.50-77). Englewood Cliffs, NJ: Prentice Hall.
- Brown, J. E., & Mann, L. (1991). Decision making confidence a self-esteem: A comparison of parents and adolescents. *Journal of Adolescence*, 14, 363-371.
- Company overview. Retrieved September 16, 2008, from [http:// www.Hanes.com](http://www.Hanes.com)
- Hubor, P. (1986). Decision-making as a problem-solving Process. In B. Brehmer, H. Jungerman, P. Lowrens, & G. Second (Eds.), *New Directions in Research on decision-making*. Amsterdam: North-Holland.
- Klayman, J. (1985). *Children's decision strategies and their human decision processes*, 35, 179-201.
- Lewis, C. C. (1981). *How adolescents approach decisions: changes over grades seven to twelve and policy implications*. *Child Developments*, 52, 538-544.
- Mann, L., Harmoni, R. V., Power, C. N., & Beswick, G. (1986). *Understanding and improving decision-making in adolescents*. Unpublished manuscript, Flinders University of South Australia.
- Phipps, R., & Simmons, C. (1995). *Understanding customers*. Oxford: Butterworth Heinemann.
- Pitsinee, J. & Krissana, P. (2008, June). Young Wacoal line set to be rebranded [Electronic version]. *Bangkok Post*, 20.
- Thesander, M. (1997). *The feminine*. London: Biddles.
- Ui, C. -H. (2008, March 22). *Boudoir touch adds glamour to lingerie shop*. Retrieved September 1, 2008, from <http://www.asiaone.com/Just%2BWoman/News/Beauty%2B%2526%2BFashion/Story/A1Story20080326-56336.html>
- Walters, C. G. (1978). *Consumer behavior theory and practice* (3rd ed.). Richard D. Irwin.
- Zikmund, W. G., & d'Amico, M. (2002). *Effective marketing: Creating and keeping customers in an e-commerce world* (3rd ed.). Cincinnati, OH: South-Western College.

มัยสิทธิ์ ขยายแยม. (2550). พฤติกรรมการเปิดรับการสื่อสารการตลาดและความพึงพอใจของผู้ใช้ชุดชั้นในวาโก้รูปแบบ ”มิชชี”

ในกรุงเทพมหานคร. กรุงเทพมหานคร:มหาวิทยาลัยธรรมศาสตร์.