

APPENDIX A

Questionnaire in English

Considerations of Office Women in Choosing Brassieres

This questionnaire is a part of study for graduate students, English for Careers, Language Institute, Thammasat University. It is designed to describe the considerations of office women in choosing brassieres in urban areas of Bangkok. The information will be used only for study purposes and treated confidentially. Your cooperation in answering this questionnaire will be highly appreciated.

Part I: Personal data

Direction: Please mark ✓ in () or kindly fill in the blanks.

1. Age _____ years old

2. Average income per month

() 1. Less than Baht 10,000

() 4. Baht 20,001 – 25,000

() 2. Baht 10,000 – 15,000

() 5. Baht 25,001 – 30,000

() 3. Baht 15,001 – 20,000

() 6. More than Bath 30,000

3. Education

() 1. High school

() 4. Master's degree

() 2. Vocational school

() 5. Doctorate degree

() 3. Bachelor's degree

4. Occupation

() 1. Government Official

() 4. Self-Employed

() 2. State Enterprise's Employee

() 5. Others (Please specify _____)

() 3. Private sector's Employee

5. Which brassiere brand do you usually wear?

Brand _____

6. Why do you usually wear the brand in No.5?

() 1. Good quality

() 4. Suitable material

() 2. Various designs

() 5. Others (Please specify _____)

() 3. Reasonable price

Part II: Characteristic of purchasing behavior

Direction: Please mark ✓ in () or kindly fill in the blanks.

7. On average, how much money do you spend buying brassieres each time?

- | | |
|--|--|
| <input type="checkbox"/> 1. Less than Baht 100 | <input type="checkbox"/> 4. Baht 501 – 700 |
| <input type="checkbox"/> 2. Baht 101 – 300 | <input type="checkbox"/> 5. More than Baht 700 |
| <input type="checkbox"/> 3. Baht 301 – 500 | |

8. How many brassieres do you purchase at one time?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> 1. 1 piece | <input type="checkbox"/> 4. More than 3 pieces |
| <input type="checkbox"/> 2. 2 pieces | <input type="checkbox"/> 5. Uncertain |
| <input type="checkbox"/> 3. 3 pieces | |

9. What type of brassiere do you often buy? (You can answer more than one)

- | | |
|---|--|
| <input type="checkbox"/> 1. All over comfort bras | <input type="checkbox"/> 3. Wire free bras |
| <input type="checkbox"/> 2. Under wire bras | <input type="checkbox"/> 4. Sport bras |

10. What kind of brassieres' fabric that you prefer to buy?

- 1. Natural fabric e.g. cotton, linen
- 2. Synthetic fabric e.g. nylon, polyester with Spandex
- 3. Synthetic fabric e.g. nylon, polyester without Spandex

11. How often do you buy brassieres per year?

- | | |
|--|---|
| <input type="checkbox"/> 1. 1 - 2 times / year | <input type="checkbox"/> 4. More than 6 times/ year |
| <input type="checkbox"/> 2. 3 – 4 times/ year | <input type="checkbox"/> 5. Uncertain |
| <input type="checkbox"/> 3. 5 - 6 times/ year | |

12. Which inspiration influences you the most to buy brassieres?

- | | |
|--|--|
| <input type="checkbox"/> 1. Current Fashions | <input type="checkbox"/> 4. Families |
| <input type="checkbox"/> 2. Personal taste | <input type="checkbox"/> 5. Models |
| <input type="checkbox"/> 3. Friends | <input type="checkbox"/> 6. Others (Please specify _____) |

13. What is **the most important thing** that you consider before deciding to select your brassieres?

1. Brands
 2. Qualities
 3. Designs
 4. Prices
 5. Material

14. What **do you not** consider before deciding to select your brassieres?

1. Brands
 2. Qualities
 3. Designs
 4. Prices
 5. Material

15. What is the range of price that affects your brassiere purchasing decision?

1. Less than Baht 100
 2. Baht 101 – 300
 3. Baht 301 – 500
 4. Baht 501 – 700
 5. More than Baht 700

16. Where do you usually buy brassieres?

1. At standalone brassiere shops
 2. At a department store
 3. At a flea market
 4. By mail order
 5. By the internet order
 6. Others (Please specify _____)

17. What is the most interesting promotion that affects you to buy brassieres?

1. The shop provides special discounts.
 2. If you buy 1, you can get 1 free.
 3. The shop provides premiums.
 4. The shop provides a chance to draw lots.
 5. Others (Please specify _____)

18. If there is a new imported brassiere brand, are you more likely to buy it?

1. Buy
 2. Do not buy
 3. Uncertain

Part III: Opinions toward Brassieres' product

Direction: Please mark ✓ in the box that most reflects your opinions toward the following statements.

Opinions toward brassieres' product	Very much 5	Much 4	Moderate 3	Little 2	Very little 1
19. There is a variety of brassiere products.					
20. Brassiere designs are good.					
21. Brassiere qualities are suitable.					
22. Brassieres are made of suitable fabrics.					
23. Comfortable feeling when worn.					
24. Brassieres are sold with good workmanship.					
25. The retail prices are suitable.					
26. The distribution channels are various.					
27. Fitting affects on brassiere selection.					
28. Advertisements affect brassiere selection.					

Part IV: Suggestions toward Brassieres

Directions: Please give some other suggestions.

29. Do you have any suggestions on brassiere development to fit customer desire? If yes, please specify.

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30. Do you have any suggestions on brassiere improvement concerning any weak points? If yes, please specify.

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31. Do you have any other suggestions on brassieres? If yes, please specify.

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Thank you for your cooperation in answering this questionnaire.
