

## 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.

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#### 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?

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

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

- |                 |                           |
|-----------------|---------------------------|
| ( ) 1. 1 piece  | ( ) 4. More than 3 pieces |
| ( ) 2. 2 pieces | ( ) 5. Uncertain          |
| ( ) 3. 3 pieces |                           |

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

- |                              |                       |
|------------------------------|-----------------------|
| ( ) 1. All over comfort bras | ( ) 3. Wire free bras |
| ( ) 2. Under wire bras       | ( ) 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?

- |                          |                               |
|--------------------------|-------------------------------|
| ( )1. 1 - 2 times / year | ( )4. More than 6 times/ year |
| ( )2. 3 – 4 times/ year  | ( )5. Uncertain               |
| ( )3. 5 - 6 times/ year  |                               |

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

- |                         |                                       |
|-------------------------|---------------------------------------|
| ( ) 1. Current Fashions | ( ) 4. Families                       |
| ( ) 2. Personal taste   | ( ) 5. Models                         |
| ( ) 3. Friends          | ( ) 6. Others (Please specify _____ ) |

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

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1. Brands    | <input type="checkbox"/> 4. Prices   |
| <input type="checkbox"/> 2. Qualities | <input type="checkbox"/> 5. Material |
| <input type="checkbox"/> 3. Designs   |                                      |

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

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1. Brands    | <input type="checkbox"/> 4. Prices   |
| <input type="checkbox"/> 2. Qualities | <input type="checkbox"/> 5. Material |
| <input type="checkbox"/> 3. Designs   |                                      |

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

- |  |  |
|--|--|
| <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     |  |

16. Where do you usually buy brassieres?

- |   |   |
|---|---|
| <input type="checkbox"/> 1. At standalone brassiere shops | <input type="checkbox"/> 4. By mail order                 |
| <input type="checkbox"/> 2. At a department store         | <input type="checkbox"/> 5. By the internet order         |
| <input type="checkbox"/> 3. At a flea market              | <input type="checkbox"/> 6. Others (Please specify _____) |

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

- |  |  |
|--|--|
| <input type="checkbox"/> 1. The shop provides special discounts. | <input type="checkbox"/> 4. The shop provides a chance to draw lots. |
| <input type="checkbox"/> 2. If you buy 1, you can get 1 free.    | <input type="checkbox"/> 5. Others (Please specify_____)             |
| <input type="checkbox"/> 3. The shop provides premiums.          |  |

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.**

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