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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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Track: Business and Management

Lingerie Purchasing Behavior of Thai Women

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Abstract

The objective of this research article was to study purchasing behaviors of Thai women in purchasing lingerie products. The sample group consisted of 3,000 Thai women aged from 25 to 45 years. The research tool was questionnaire and data was analyzed with percentage, mean, standard deviation and description. The findings revealed that the most thought-of-first and common brand was Wacoal. The frequency to buy lingerie was 2-3 times a month. The money spent in buying lingerie was 301-500 Baht, and the participant bought approximately 2 pieces per purchasing, the price of which was 101-300 baht per piece. Comparing the satisfaction level of the lingerie price, it was found that the price was reasonable. When shopping in a department store, the participants bought a new piece of lingerie when the old one got worse in quality. The characteristic of lingerie commonly chosen was push-up bras. If the participant could design or choose the pattern by themselves, they would choose elastic, light and comfortable fabric, and the most popular color was black. The good characteristic of lingerie was that it was comfortable. The sales promotions that influenced the decision to buy were price discount, where 50% discount was reportedly desired, and product giveaway such as personal products. The factors influencing the Thai women's decision to purchase lingerie were in high levels. The most influential factors were product quality: durable and comfortable ($\bar{x} = 3.93$), followed by brand: of good image and well-known ($\bar{x} = 3.87$), convenience in buying: available in department stores and common shops ($\bar{x} = 3.86$), ability to push up and keep breasts in shape ($\bar{x} = 3.85$) and appropriate size ($\bar{x} = 3.84$).

Keywords: Lingerie, purchasing behavior, Thai women

I. Introduction

Undergarments have been worn since the age of the ancient Greeks more than six thousand years ago. In those days undergarments were used during exercise and for women to make their breasts more similar to men's chests

by wrapping their breasts tightly. However, lingerie, as we know it today, was invented around 200 years ago by French tailors who fashioned breast the lingerie into two parts. Later on Mary Phelps Jacob patented the design and produced it until it became widely distributed across America. Lingerie has evolved in type, style and materials according to the times until becoming what we see today. Lingerie has medical as well as social benefits and if we are talking about the lingerie vest, camisoles or brassieres, even though they are not outwardly shown like other garments they receive a great deal of thought and attention from girls and women alike. The choosing and wearing of lingerie is one way for girls and women to assert their taste and individuality in today's world. Currently the rate of purchase for female lingerie lies at 10-12 per person per year and trends are pointing to a steady increase owing to the development of lingerie into fashion items that are purchased on emotional impulse more than by necessity, as well as the increasing segmentation of lingerie designs, which are intended to be worn on different occasions. Shopping centers account for 57% of market share in lingerie sales at 6 billion Baht annually whereas the overall world market for lingerie is valued at 30 billion US Dollars annually with a 3% growth rate. The Asian market in particular is growing at a rate of 8% per year and as such it is the market to watch.

From this information, the company, which distributes the XXX brand of lingerie, has commissioned the College of Innovation and Management to study the purchasing behavior of Thai women. The information gained through this study will be used to improve the quality of the products and services that they provide and to improve the competitiveness of the company's marketing strategy among consumers.

II. Literature Review

The thoughts and theories of Hawkins et al (2007, p.6) on consumer behavior are that it is a matter of studying the individual, group, or organization and the selection processes, maintenance, usage, product preparation, service, experiences, or ideas in meeting the true needs of the customer and how the aforementioned processes affect the customer and other variables in society. The questions used to find out about consumer behavior are 5W and 1H which consist of Who? What? Why? When? Where? and How? To reach the answers for 7O which consist of Occupant, Objects, Objectives, Organizations, Occasions, Outlets and Operations (Ornanchan Titamueang, BE 2553:83).

The customer's or buyer's decision making process in purchasing come under the influence of four factors (1) social forces (2) psychological forces (3) information forces (4) situational forces.

III. Research Methodology

Population : Thai women aged 25-45 years.

Sample : Thai women aged 25-45 years who purchase lingerie in 5 areas; (1) Bangkok; (2) Chiang Mai and Phitsanulok provinces in the Northern region; (3) Nakhon Ratchasima and Udon Thani provinces in the Isan region; (4) Nakhon Sawan and Chonburi provinces in the Central and Eastern regions respectively; (5) Songkhla and Surat Thani provinces in the Southern region.

Since we do not know for sure the number of the population of Thai women aged 25-45 years who purchase lingerie in each region we cannot determine the exact sample size. In cases where the reliability of the sample size is 95% (Narasri Waiwanichakul and Chusak Udomsri, BE 2540 : 104) and the sample size is 385. To increase the comprehensiveness of the data for the company the researchers increased the sample size by 115 to a total of 500 persons which can be divided into 300 persons for the modern trade / large shopping centers sample and 200 persons for the shops / small shopping centers sample. 500 persons will be collected for sampling in each region except for Bangkok, for which the number will be doubled to 1000 persons to make a total of 3000 samples (as per the requirements of XXX company).

Sampling

The first level is stratified random sampling in which the researcher will divide the location of purchase into two groups, which are (1) modern trade / large shopping centers such as Big C, Tesco Lotus, Central, The Mall, etc. (2) shops / small shopping centers and define the proportionate numbers to survey in each region.

The second level is non-probability sampling, which uses convenience sampling as per the sample sizes previously mentioned.

Research Tools

The research tools used are surveys, data analysis via statistics for percentage, averages, deviation, standard and description.

IV. Research Conclusions

The findings are that there were 2,929 female respondents (97.6%) and 71 trans-sexual male respondents (2.4%), 1,522 of whom were in the 20 – 30 age group (50.7%). 1,568 of the respondents (52.3%) were single, 914 of them (30.4%) were employees of private companies. 1,183 of them (39.4%) have a personal monthly income of less than 10,000 Baht. 1,382 (46.1%) are educated to bachelor's degree level.

Female lingerie purchasing behavior was researched by asking survey respondents to state 5 brands of lingerie that came to mind. 1,347 stated

Wacoal (44.9%). 1,094 (36.5%) purchase lingerie at a frequency of 2-3 months per purchase. 1,295 (43.2%) spend around 301 – 500 Baht per lingerie purchase. 1,449 (48.3%) purchase an average of 2 items per purchase. 1,698 (56.6%) have an average cost per item of 101-300 Baht. 2,632 (87.7%) considered the price to be reasonable. 1,613 (53.8%) purchase at large shopping centers. 1,898 (63.3%) purchase when their existing lingerie is old / deteriorated. 1,848 (61.6%) purchase full cup lingerie. 1,013 (33.8%) said that if they were to design the lingerie themselves they would use light and stretchy material. 892 (29.7%) prefer black lingerie. 924 (30.8%) said that good lingerie should be comfortable and unrestricting to wear. 1,747 (58.2%) said that the marketing strategy with the most influence on their purchasing decisions is price discounts. 685 (22.8%) said that they would be convinced to purchase by a 50% discount. 1,373 (45.8%) said that they would be convinced to purchase by free gifts that they would personal use.

Purchasing Decision Influencers

Factors Influencing the Purchasing of Lingerie	Rank	Mean
Brand has a good name / image and is well known	2	3.87
Good quality product / durable / long use	1	3.93
Suitable form factor	5	3.84
Trendy design	9	3.70
Varied features such as color, size, patterns, shape, etc.	7	3.75
Comfortable and unrestricting	1	3.93
Secures the breast shape and protects against sagging	4	3.85
Removable / adjustable straps for matching with outer garments	10	3.68
Attractive packaging	13	3.50
Suitable price	6	3.82
Easy to find and purchase at convenient shopping locations	3	3.86
Interesting sales promotions such as discounts, free gifts, etc.	8	3.74
Well-advertised through media channels, well-known.	12	3.56
Good product advice and recommendations by sales staff	11	3.60

Recommendations by close people such as friends and relatives	14	3.40
Other (please state)	15	0.83

The table shows that the factors with the most influence on the decision to purchase lingerie by Thai females are as follows; product quality, durable, long-lasting, comfortable unrestricting ($\bar{x} = 3.93$). After that is a well-known brand with a good image ($\bar{x} = 3.87$). After that is easy to find and purchase in conveniently located shops ($\bar{x} = 3.86$). After that is securing the breast shape and prevents ($\bar{x} = 3.85$). And finally after that is the suitability of the size and shape ($\bar{x} = 3.84$)

Explanation of Results

In surveying the lingerie purchasing behavior of women it was found that “XXX” brand is known among the respondents but is not the first brand that springs to mind despite being a well-established brand. This is because the customers have not been exposed to many advertisements or public relations campaigns for this brand, the products are not in keeping with the times and the quality is not up to the widely recognized standard.

The brand that springs to the mind of customers first and is the most widely worn is Wacoal. The frequency of purchase for this brand is 2-3 months per purchase. The money spent on each purchase is around 301-500 Baht at an average of 2 items per purchase. The average price per item is around 101-300 Baht. Satisfaction comparisons reveal that the price is considered to be reasonable when purchased from shopping centers. The purchase is made when the existing lingerie of the customer is old or worn out. The type of lingerie preferred is full cupped and covers the full shape of the breast. If designing lingerie themselves the respondents would use light and stretchy materials. The most preferred color is black. Lingerie is considered to be good when it is comfortable and unrestrictive. The most sales promotion tactics with the most influence on purchasing decisions are price discounts of 50% and free gift that the purchaser would personally use. This is corroborated by the research of Benjawan Yampeka and Karnjira Limsirithong (BE 2556) on Factors of Marketing and Purchasing Behaviour Female Underwear From Student in Siam University which found that importance is mostly given to features such as appealing colors, modern and beautiful styling. After that the most important features are comfort and adjustable / removable straps. The price must be commensurate to the quality and the most purchased price bracket is 250-500 Baht. Students tend to purchase lingerie from sales agents or from shops that they may easily travel to which may be large shopping centers or shopping malls that are conveniently located. Students like it when there are regular sales promotions such as booths, summer sales, or buy 2 get 1 free, etc.

At present the factors which most influence the lingerie purchasing decisions of Thai females on average are (in order of significance): product quality, longevity, durability and comfort. This does not correspond with the research of Warisa Wichitnak (BE 2551) who studied the factors which influence the lingerie purchasing behavior of females in Bangkok and found that the survey respondents gave the greatest importance to price discounts and free gifts.

Recommendations

From the information collected, the researchers have derived the following recommendations:

1. **Product Development:** modernize the design; introduce greater variety in style and shapes to match the needs of the customers in requiring various designs for various occasions and concepts such as sexy, lacey, modern, etc. in the form of style collections. The products should be comfortable and unrestricting and be produced in a way that makes them durable and long lasting.
2. **Distribution Development:** Improve the availability of the products in large and small shopping centers as well as shops and markets. New sales channels should also be developed such as via catalogs or direct sales agents.
3. **Sales Promotions:** Price discounts (of about 20-50%) and giving free gifts for special occasions or festivities or the use of discount coupons.
4. **Building up the “Jintana” brand to be more widely known and memorable:** Organizing new format marketing activities continually. Creating varied advertisements to increase the contact that customers have with the “Jintana” brand. Create new ways of communicating the Jintana brand via the branding symbolism.
5. **Find new customer segments:** Design products that appeal to a variety of market segments such as children, teenagers, working women, old aged women, etc.

Recommendations for Further Research

Further studies into Bangkok consumer behavior in purchasing lingerie in shopping centers should put more emphasis on finding out the problem and satisfaction points for consumers in order to find out the weak points of the product or company so that they can be rectified. Modern lingerie comes in a greater range of styles and designs than before so in order to get the information that will enable good product development to occur we recommend that qualitative research be carried out using focus groups.

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

