

**Research Project Title: A STUDY ON ATTITUDE OF FEMALE LINGERIE
CONSUMERS TOWARDS THE LINGERIE PRODUCTS IN BANGKOK**

Researcher: Ms. Mayuree Wongwiriya; **Advisor:** Dr. Patricia Arttachariya;

Degree: Master of Science in Management; **School:** College of Internet Distance;

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ABSTRACT

The objectives of this research were to determine the relationship between four attributes of marketing mix and attitude of female lingerie consumers towards the lingerie products in Bangkok and to determine the differences between demographic characteristics and attitude of female lingerie consumers towards the lingerie products in Bangkok

This research is survey research. The population was the female lingerie consumers who are aged 15 and over with different level of education, income and the occupancy residing in Bangkok. The samples were 400 female lingerie consumers using non-probability sampling; quota sampling and convenience sampling techniques. The data collecting instrument was self-administered questionnaire.

The data were analyzed using SPSS program version 17.0. Descriptive analysis was used to describe general information by providing percentage and frequency distribution. Pearson Correlation Coefficient and One Way Analyses Of Variance (ANOVA) were used to test all eight hypotheses.

The major findings of this research showed that four attributes of marketing mix (product, price, place, promotion) have a significant relationship with the attitude of the female lingerie consumers towards the lingerie products in Bangkok while there were no differences between demographic characteristics (age, educational level, occupation, income level) and the attitude of the female lingerie consumers towards the lingerie products in Bangkok.