

## **ABSTRACT**

Thesis Title : Use of Information Sources by Consumers while Considering  
Home Buying from the National Housing Authority in Bangkok  
Metropolitan Area

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Degree Sought : Master of Arts

Major : Library and Information Science

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Advisory Committee :

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The purposes of this research were to study the use of information sources include problems and how to access information by consumers while they considered home buying. Comparison of sex, education, age and occupation were made whether they had any differences.

The population of this study were 400 consumers who made reservation for home buying with the National Housing Authority. A questionnaires was used to collect the data which were analysed by using the program SPSS/PC+

The results of this research showed:-

1. High use information sources were newspapers, catalogs, pamphlets, brochures; moderate use information sources were television, radio, magazines, posters; other sources were news from friends and direct contact to sale office; there were no difference in using

information sources regards sex, education, age but there was significant at the .05 level for consumers with different occupation

2. The factors that consumers considered most were price, term of payment, location, style, size, security, and ownership; moderate considerations were price of land, size of housing project, quality, reputation of housing project, public utility; there was no difference in age group but there were significant at .05 level for consumers with different sex, education and occupation.

3. The most difficult problems were location of housing project, no information and where to access information, expenses and lack of equipments such as computer and Internet to access information