

C435126 : MAJOR HOUSING DEVELOPMENT

KEY WORD: : DECISION MAKING/CONSUMER BEHAVIOR/MIDDLE INCOME HOME BUYERS IN SUBURBS

MS. CHAWEEWAN DENPAIBOON : SOCIO-ECONOMIC FACTORS, WHICH EFFECT THE DECISION MAKING OF THE MIDDLE INCOME IN THE SUBURBS OF BANGKOK METROPOLIS. THESIS ADVISOR: ASSO. PROF. SAKCHAI KIRINPANU
239 PP. ISBN 974-583-454-8

The objective of the study was to analyze the social and economic characteristics which have an effect on the behavior, and the decision making process, of the home buyers.

The study result reveals that the different social and economic characteristics of the home buyers have effects on the followings :-

1. Reasons for making decision
2. Reasons for buying new house in the future
3. Selection of present house type.

The study also reveals that the different social and economic characteristics have no effects on the decision making process i.e. the duration of the decision making, comparative analysis of the housing projects, etc. Regarding the sex of the home buyers, this does not have effect on their decision making.

The behavior of the middle income home buyers derive from their wish to be home owners. There are there factors which influence their decision:

1. Affordability
2. Saving in term of asset rather than cash
3. Location.

For location, the important factor is proximity to work place, access to main road, width of road and soi, Public utilities are also important, these include the availability of metropolitan water supply and the provision of a security guard.

Affordability is the most important economic factor in their decision making, especially house price, the term and conditions of payment. The duration of decision making process takes less than one month. Home buyers did not make comparison on the same type of houses available in the market at the time of the buying. They obtained information from relatives and friends and sought advice from their parents of spouses. Middle income home buyers are very satisfied with their houses and do not want to move to the new houses at the time the study was carried out.