

C350721 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : FACTORS/ADOPTION/LIVING IN CONDOMINIUM

NUTTANUN CHALERMVONGSAVEJ : FACTORS AFFECTING THE ADOPTION OF LIVING IN CONDOMINIUM AMONG PEOPLE IN BANGKOK METROPOLIS. THESIS ADVISOR : ASSO. PROF. JARANAI GLAEGOSOL, 170 pp. ISBN 974-581-168-8

The main purposes of this research are to examine two main factors, the adoption process and factors affecting the adoption of living in 3 types of home condominium, high, medium and low prices scattering around Bangkok Metropolis. Three hundred and twenty condominium dwellers are randomly selected as samples with questionnaire as tool of data collection and SPSS^{PC} computer package as tool of analysis. In term of statistical application, percentage, one-way ANOVA and Pearson's product moment correlation coefficient are applied.

The study provides conclusions that almost half of the total samples purchase condominium by their own efforts but most of them select upon consult with family and permanently living in the condominium. Most of the total dwellers are residents of averagely 2-3 years.

Upon descriptive factors under study including demographic characteristics as age, education and occupation it is found that those factors relate with the adoption of living in condominium at statistical significant level 0.05; whereas communicative behaviour and individual modernity are positively correlated with the adoption of living in condominium at statistical significant level of 0.01.

Upon the adoption of living in condominium of all 3 types which is found to be affected by different variables can be generalized as follows : the acceptance of living in high price condominium is varried by age and family status at significant level of 0.01 and has positively correlated with communicative behavior and individual modernity at statistical significant level of 0.01; the acceptance of living in medium price is varried by age at significant level 0.05 and by number of family members and family income at significant level of 0.01 and also positively correlated with communicative behaviour at significant level of 0.01 but negatively correlated with individual modernity at significant level of 0.05; the acceptance of living in low price condominium is varried by occupation and family income at significant level of 0.05.

To conclude on the study in term of hypotheses testing, hypothesis 2, 3, 4 are accepted by all aspects whereas hypothesis 1 is partially accepted.