

Thanaporn Jitmana 2012: Factors Affecting Consumers' Decision on Purchasing Condominium in Nonthaburi Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Chuchee Piputsitee, Ph.D. 158 pages.

The objectives of this research are to study the general situations of the real estate business and condominiums, to study the relationship between the behavior and the personal factors in the decision to buy a residential condominium and, finally, to study how the characteristics of the different personal factors affect the marketing mix factors in the decision to buy a residential condominium in Amphoe Muang Nonthaburi and Amphoe Pak Kret, Nonthaburi.

This study uses questionnaires to collect information from a sample of 400 individuals who bought a residential condominium. The data is analyzed by the following descriptive statistical methods: frequency, percentage, mean and standard deviation. The hypothesis is tested through the following inferential statistical methods: chi-square statistic, t - Test, F - Test and test the difference of the average per pair by the least significant difference (LSD) at the significance level of 0.05 and 0.10.

The result of this study reveals that the main purpose of buying condominium is the first home and preference is a one-bedroom unit. Majority of these individuals makes the buying decision by themselves, contacts directly the sales office and, after a decision taking period of 2 to 3 months, prefers a finished condominium project. The most important reason to buy a residential condominium is the proximity to the office. The importance given by the individuals to the marketing mix variables is, in descendent order: the location, the price, the product and the promotion.

The results of the hypotheses testing indicated that, mainly, the buying behavior was affected by personal factors such as gender, status, level of education and average monthly income per person which gave different importance to the marketing mix variables. Therefore, entrepreneurs should study and develop a condominium project to match the marketing mix and target groups appropriately.

---

Student's signature

---

Thesis Advisor's signature