

## **ABSTRACT**

This study aimed to ascertain the factors affecting consumer decision making on buying condominiums among people of different genders, marital status and incomes. In particular, it was designed to find out five factors - price, location, marketing and promotion, facilities, and trustworthiness of the company - influencing the consumer's behavior of buying a condominium.

The one hundred and ten subjects of this study were used to gather primary data from the target group at one of the largest Information Technology Company in Bangkok; around Payathai district and its customers' sites where employees were working around Rajburana district. The research instrument was a self-administered questionnaire that was divided into two parts: 1) demographic information contained 11 questions such as respondents' sex, age, educational level, and marital status 2) the aspect of decision making on buying a condominium contained 36 statements which were categorized into 5 aspects. Then, the SPSS program version 15.0 was used to analyze the data.

The results showed that all of five factors - trustworthiness of the company, facilities, price, location, marketing and promotion - affected the respondents' decision making on buying condominiums in Bangkok respectively. Furthermore, the results of these studies revealed that they considered their ability to buy a condominium which was a sub-factor of price factor and the security systems installed in the project such as 24-hour security guards and CCTV, which was a sub-factor of facilities, was the highest priority that they pinpointed being the highest priority.

According to the results, it could be inferred that all of these five factors did influence the respondents' decision making on buying condominiums in Bangkok. Moreover, the result of this study showed that the consumers' demographic factors such as gender, marital status and monthly income was not related to consumers' decision making.