

CHAPTER FOUR

RESULTS

This chapter reports the data collected from 110 respondents from the sample of employees of a large Information Technology company in the Bangkok area. The results were processed on general information of respondents, respondents' decision making towards aspect of decision making factors, and hypothesis testing. Based on the data obtained from the questionnaires, the study results will be presented in 3 parts as follows:

4.1 General Information of Respondents

4.2 Respondents' Decision Making towards Aspect of Decision Making Factors

4.3 Hypothesis Testing

4.1 GENERAL INFORMATION OF RESPONDENTS

General information of the respondents comprised gender, age group, education, marital status, number of children, occupation and monthly income, who residents live with, current residential type, current residential location, and current workplace location.

As shown in table 1, the majority of respondents were female (58%) while 52 percent were male.

Table 1. Gender

| | Frequency | Percent (%) |
|--------------|------------|--------------|
| Male | 52 | 47.3 |
| Female | 58 | 52.7 |
| Total | 110 | 100.0 |

As shown in table 2, the average of respondents' age was 29.1 years old. However, the minimum age was 21 and the maximum age was 56 so the range between the minimum and maximum age was 35.

Table 2. Age Group

| | Values |
|-----------------------|--------|
| Frequency | 110 |
| Mean | 29.1 |
| Std. Deviation | 5.918 |
| Range | 35 |
| Minimum | 21 |
| Maximum | 56 |

As shown in table 3, the majority of respondents had a bachelor's degree (60.9%) while 39.1% had a master's degree.

Table 3. Education

| | Frequency | Percent (%) |
|-------------------|------------|--------------|
| Bachelor's Degree | 67 | 60.9 |
| Master's Degree | 43 | 39.1 |
| Total | 110 | 100.0 |

Table 4 indicated that the respondents who were single were about six times more than those who were married.

Table 4. Marital Status

| | Frequency | Percent (%) |
|--------------|------------|--------------|
| Single | 94 | 85.5 |
| Married | 16 | 14.5 |
| Total | 110 | 100.0 |

Table 5 indicated that most respondents, approximately 90%, didn't have children while the rest of them did.

Table 5. Number of Children

| | Frequency | Percent (%) |
|--------------|------------------|--------------------|
| None | 100 | 90.9 |
| 1 kid | 2 | 1.8 |
| 2 kids | 5 | 4.5 |
| 3 kids | 1 | 0.9 |
| Others | 2 | 1.8 |
| Total | 110 | 100.0 |

Table 6 indicated that all of the respondents were employees in the private sector.

Table 6. Occupation

| | Frequency | Percent (%) |
|----------------|------------------|--------------------|
| Private Sector | 110 | 100.0 |

Table 7 indicated that the respondents having monthly income between 20,001 and 50,000 baht were approximately 3/4 of all the respondents, whereas the respondents having monthly income less than 20,000 baht were only 6 respondents or 5.5% of all respondents.

Table 7. Monthly Income

| | Frequency | Percent (%) |
|--------------------|------------------|--------------------|
| < 20,000 baht | 6 | 5.5 |
| 20,001-50,000 baht | 84 | 76.4 |
| >= 50,001 baht | 20 | 18.2 |
| Total | 110 | 100.0 |

Table 8 indicated that half of the respondents were those living with parents, whereas the respondents living alone were approximately 1/5 of all the respondents. However, only 2 respondents lived with friends (1.8%).

Table 8. Respondents live with

| | Frequency | Percent (%) |
|--------------|------------------|--------------------|
| Parent | 55 | 50.0 |
| Husband/Wife | 16 | 14.5 |
| Relative | 14 | 12.7 |
| Friend | 2 | 1.8 |
| Alone | 23 | 20.9 |
| Total | 110 | 100.0 |

Table 9 indicated that the top three of current residential types were detached homes (27.3%), townhouse (23.6%) and apartment (20.0%) respectively. However, only 1 or 0.9 % of all respondents lived in a flat.

Table 9. Current Residential Type

| | Frequency | Percent (%) |
|--------------------|------------------|--------------------|
| Townhouse | 26 | 23.6 |
| Twin House | 3 | 2.7 |
| Detached Homes | 30 | 27.3 |
| Row Brick Building | 20 | 18.2 |
| Condominium | 8 | 7.3 |
| Apartment | 22 | 20.0 |
| Flat | 1 | 0.9 |
| Total | 110 | 100.0 |

Table 10 indicated that the top three current residential location were central Bangkok (23.6%), south Bangkok (19.1%) and north Bangkok (17.3%) respectively. However, the respondents living around north east Bangkok were only 12 or 10.9 % of all respondents.

Table 10. Current Residential Location

| | Frequency | Percent (%) |
|--------------------|------------------|--------------------|
| North Bangkok | 19 | 17.3 |
| North East Bangkok | 12 | 10.9 |
| South Bangkok | 21 | 19.1 |
| East Bangkok | 15 | 13.6 |
| West Bangkok | 17 | 15.5 |
| Central Bangkok | 26 | 23.6 |
| Total | 110 | 100.0 |

Table 11 indicated that most respondents worked around south Bangkok (4/5 of all the respondents). The respondents working around central Bangkok were approximately 13.6%, whereas the respondents working around north Bangkok, east Bangkok and west Bangkok were only one or 0.9% of all the respondents.

Table 11. Current Workplace Location

| | Frequency | Percent (%) |
|--------------------|------------------|--------------------|
| North Bangkok | 1 | 0.9 |
| North East Bangkok | 2 | 1.8 |
| South Bangkok | 88 | 80.0 |
| East Bangkok | 1 | 0.9 |
| West Bangkok | 1 | 0.9 |
| Central Bangkok | 15 | 13.6 |
| Others | 2 | 1.8 |
| Total | 110 | 100.0 |

4.2 RESPONDENTS' DECISION MAKING TOWARDS ASPECTS OF DECISION MAKING FACTORS

The second part investigated which factors - price, location, marketing and promotion, facilities, and trustworthiness of the company – most affected respondents' decision making in buying a condominium. The findings are shown in the form of frequency distribution and mean.

Table 12 reveals the influence of price on the respondents' decision making on buying condominium in Bangkok (3.73). This means that they agreed that price affected their decision making. Of all the statements on price factors, they strongly agreed that their capacity to pay (4.58) and the selling price (4.29) played the most important role in their decision making, while the financial support from others such as parent or husband/wife gained the lowest score (3.11).

Table 12. Price Factors Affecting Respondent's Decision Making

| Price | Level of Decision Making | | | | | Total | Mean | SD |
|--|-----------------------------|-----------------|-------------------|--------------------|--------------------------------|--------------|-------------|-------------|
| | Strongly Agree freq. (%) | Agree freq. (%) | Neutral freq. (%) | Disagree freq. (%) | Strongly Disagree freq. (%) | | | |
| 1. Selling price is considered for your decision making. | 46 (41.8) | 50 (45.5) | 14 (12.7) | - | - | 110 (100) | 4.29 | .682 |
| 2. Low down payment is considered for your decision making. | 11 (10) | 27 (24.5) | 47 (42.7) | 16 (14.5) | 9 (8.2) | 110 (100) | 3.14 | 1.053 |
| 3. Long duration of payment is considered for your decision making. | 12 (10.9) | 36 (32.7) | 44 (40) | 14 (12.7) | 4 (3.6) | 110 (100) | 3.36 | .962 |
| 4. Your capacity to pay is considered for your decision making. | 67 (60.9) | 40 (36.4) | 3 (2.7) | - | - | 110 (100) | 4.58 | .548 |
| 5. Your financial support from others such as parent or husband/wife is considered for your decision making. | 13 (11.8) | 29 (26.4) | 35 (31.8) | 23 (20.9) | 10 (9.1) | 110 (100) | 3.11 | 1.144 |
| 6. Your financial security is considered for your decision making. | 31 (28.2) | 57 (51.8) | 20 (18.2) | 1 (0.9) | 1 (0.9) | 110 (100) | 4.10 | .898 |
| 7. Loan service provided by project is considered for your decision making. | 18 (16.4) | 46 (41.8) | 30 (27.3) | 11 (10) | 5 (4.5) | 110 (100) | 3.55 | 1.028 |
| Total | | | | | | | 3.73 | .902 |

Table 13 reveals the influence of location on the respondents' decision making on buying condominium in Bangkok (3.69). This means that they agreed that location affected their decision making. Of all the statements on location factors, they strongly agreed that the project's proximity to mass transportation such as BTS or MRT (4.28)

played the most important role in their decision making, while they agreed that the project's proximity to a main road (4.01) played the second most important role in their decision making.

However, the distance between project and the kid's school (2.67) gained the lowest score of location factor. This means that the majority of the respondents thought that it only slightly affected their decision making.

Table 13. Location Factors Affecting Respondent's Decision Making

| Location | Level of Decision Making | | | | | Total | Mean | SD |
|--|-----------------------------|-----------------|-------------------|--------------------|--------------------------------|--------------|-------------|-------------|
| | Strongly Agree freq. (%) | Agree freq. (%) | Neutral freq. (%) | Disagree freq. (%) | Strongly Disagree freq. (%) | | | |
| 1. Distance between project and your workplace is considered for your decision making. | 21 (19.1) | 51 (46.4) | 31 (28.2) | 6 (5.5) | 1 (0.9) | 110 (100) | 3.77 | .853 |
| 2. Distance between project and your kid's school is considered for your decision making. | 7 (6.4) | 25 (22.7) | 34 (30.9) | 13 (11.8) | 31 (28.2) | 110 (100) | 2.67 | 1.279 |
| 3. Distance between project and amenities considered for your decision making. | 30 (27.3) | 56 (50.9) | 17 (15.5) | 5 (4.5) | 2 (1.8) | 110 (100) | 3.97 | .883 |
| 4. Distance between project and your previous residence. | 17 (15.5) | 28 (25.5) | 40 (36.4) | 16 (14.5) | 9 (8.2) | 110 (100) | 3.25 | 1.137 |
| 5. Growth rate of the prosperity in the future is considered for your decision making. | 30 (27.3) | 51 (46.4) | 18 (16.4) | 8 (7.3) | 3 (2.7) | 110 (100) | 3.88 | .984 |
| 6. Growth rate of higher price in the future is considered for your decision making. | 31 (28.2) | 32 (29.1) | 36 (32.7) | 9 (8.2) | 2 (1.8) | 110 (100) | 3.74 | 1.020 |
| 7. Project's proximity to mass transportation such as BTS or MRT is considered for your decision making. | 55 (50) | 37 (33.6) | 11 (10) | 4 (3.6) | 3 (2.7) | 110 (100) | 4.25 | .969 |
| 8. Project's proximity to main road is considered for your decision making. | 31 (28.2) | 55 (50) | 19 (17.3) | 4 (3.6) | 1 (0.9) | 110 (100) | 4.01 | 0.829 |
| Total | | | | | | | 3.69 | .994 |

Table 14 reveals the influence of marketing and promotion factors (3.65) on the respondents' decision making on buying condominium in Bangkok. This means that they agreed that marketing and promotion affected their decision making in all the statements on marketing and promotion factors. Also, they agreed that the example room (4.04) and the project that was ready to move in (3.95) played the most important role in their decision making.

However, the project advertising (3.19) gained the lowest score of this factor. This means that the majority of the respondents thought that it only slightly affected their decision making.

Table 14. Marketing and Promotion Factors Affecting Respondent's Decision Making

| Marketing and Promotion Aspect | Level of Decision Making | | | | | Total | Mean | SD |
|---|--------------------------|-----------------|-------------------|--------------------|-----------------------------|--------------|-------------|-------------|
| | Strongly Agree freq. (%) | Agree freq. (%) | Neutral freq. (%) | Disagree freq. (%) | Strongly Disagree freq. (%) | | | |
| 1. Special discount of price per square metre is considered for your decision making. | 28 (25.5) | 36 (32.7) | 39 (35.5) | 7 (6.4) | - | 110 (100) | 3.77 | .905 |
| 2. Free electric equipment such as air condition, TV and refrigerator are considered for your decision making. | 17 (15.5) | 40 (36.4) | 39 (35.5) | 13 (11.8) | 1 (0.9) | 110 (100) | 3.54 | .925 |
| 3. Free furniture such as table, wardrobe and bed is considered for your decision making. | 13 (11.8) | 36 (32.7) | 45 (40.9) | 14 (12.7) | 2 (1.8) | 110 (100) | 3.40 | .921 |
| 4. Project advertising on various channels such as TV, billboard, internet, radio or brochure is considered for your decision making. | 7 (6.4) | 28 (25.5) | 55 (50) | 19 (17.3) | 1 (0.9) | 110 (100) | 3.19 | .829 |
| 5. The example room and decoration is considered for your decision making. | 32 (29.1) | 53 (48.2) | 22 (20) | 3 (2.7) | - | 110 (100) | 4.04 | .777 |
| 6. Project that is ready to move in is considered for your decision making. | 33 (30) | 41 (37.3) | 30 (27.3) | 5 (4.5) | 1 (0.9) | 110 (100) | 3.95 | 1.035 |
| Total | | | | | | | 3.65 | .899 |

Table 15 reveals the influence of facilities factors (4.08) on the respondents' decision making on buying condominium in Bangkok. This means that they agreed that facilities affected their decision making of all the statements on facilities factors. They strongly agreed that the security systems (4.57) and the car park (4.38) played the most important role in their decision making.

Although three factors of facilities – swimming pool and fitness, Cable TV, and garden zone (3.84) - gained the lowest score of this factor, the majority of the respondents agreed that they still affected their decision making.

Table 15. Facilities Factors Affecting Respondent's Decision Making

| Facilities | Level of Decision Making | | | | | Total | Mean | SD |
|---|-----------------------------|-----------------|-------------------|--------------------|--------------------------------|--------------|-------------|-------------|
| | Strongly Agree freq. (%) | Agree freq. (%) | Neutral freq. (%) | Disagree freq. (%) | Strongly Disagree freq. (%) | | | |
| 1. Central area maintenance is considered for your decision making. | 35 (31.8) | 57 (51.8) | 15 (13.6) | 3 (2.7) | - (0) | 110 (100) | 4.13 | .743 |
| 2. Swimming pool, fitness center is considered for your decision making. | 27 (24.5) | 46 (41.8) | 30 (27.3) | 6 (5.5) | 1 (0.9) | 110 (100) | 3.84 | .894 |
| 3. Security systems such as 24-hour security guards and CCTV are considered for your decision making. | 71 (64.5) | 33 (30) | 4 (3.6) | 2 (1.8) | - (0) | 110 (100) | 4.57 | .656 |
| 4. Telephone and high speed internet are considered for your decision making. | 43 (39.1) | 47 (42.7) | 14 (12.7) | 6 (5.5) | - (0) | 110 (100) | 4.15 | .848 |
| 5. Cable TV is considered for your decision making. | 32 (29.1) | 36 (32.7) | 34 (30.9) | 8 (7.3) | - (0) | 110 (100) | 3.84 | .934 |
| 6. Restaurant, laundry and mini-mart are considered for your decision making. | 25 (22.7) | 54 (49.1) | 26 (23.6) | 5 (4.5) | - (0) | 110 (100) | 3.90 | .801 |
| 7. Garden or ozone zone is considered for your decision making. | 28 (25.5) | 40 (36.4) | 39 (35.5) | 2 (1.8) | 1 (0.9) | 110 (100) | 3.84 | .862 |
| 8. Car park is considered for your decision making. | 60 (54.5) | 34 (30.9) | 14 (12.7) | 2 (1.8) | - (0) | 110 (100) | 4.38 | .778 |
| Total | | | | | | | 4.08 | .814 |

Table 16 reveals the influence of trustworthiness of the company factors (4.11) on the respondents' decision making on buying condominium in Bangkok. This means that they agreed that trustworthiness of the company affected their decision making. Of all the statements on trustworthiness of the company factors, they strongly agreed that

the legal contract between company and respondent (4.35) and company profile (4.25) played the most important role in their decision making.

Although the authorized capital of company gained the lowest score (3.75) of this factor, the majority of the respondents agreed that it still affected their decision making.

Table 16. Trustworthiness of the company Factors Affecting Respondent's Decision Making

| Trustworthiness of the company | Level of Decision Making | | | | | Total | Mean | SD |
|---|--------------------------|-----------------|-------------------|--------------------|-----------------------------|--------------|-------------|-------------|
| | Strongly Agree freq. (%) | Agree freq. (%) | Neutral freq. (%) | Disagree freq. (%) | Strongly Disagree freq. (%) | | | |
| 1. Authorized capital of company is considered for your decision making. | 21 (19.1) | 45 (40.9) | 40 (36.4) | 4 (3.6) | - | 110 (100) | 3.75 | .804 |
| 2. Company profile is considered for your decision making. | 44 (40) | 51 (46.4) | 13 (11.8) | 2 (1.8) | - | 110 (100) | 4.25 | .732 |
| 3. Company certificate is considered for your decision making. | 42 (38.2) | 53 (48.2) | 12 (10.9) | 3 (2.7) | - | 110 (100) | 4.22 | .747 |
| 4. Previous successful projects are considered for your decision making. | 24 (21.8) | 59 (53.6) | 23 (20.9) | 4 (3.6) | - | 110 (100) | 3.94 | .758 |
| 5. Company financial status is considered for your decision making. | 41 (37.3) | 53 (48.2) | 12 (10.9) | 4 (3.6) | - | 110 (100) | 4.19 | .772 |
| 6. Company financial institute back-up is considered for your decision making. | 39 (35.5) | 46 (41.8) | 23 (20.9) | 2 (1.8) | - | 110 (100) | 4.11 | .794 |
| 7. Legal contract between company and you is considered for your decision making. | 56 (50.9) | 39 (35.5) | 12 (10.9) | 3 (2.7) | - | 110 (100) | 4.35 | .783 |
| Total | | | | | | | 4.11 | .770 |

Table 17 reports the influence of price, location, marketing and promotion, facilities, and trustworthiness of the company on the respondents' decision making on buying condominium in Bangkok (3.85). These results could be interpreted as showing

that they agreed that all of five factors affected their decision making. Moreover, they strongly agreed that the trustworthiness of the company (4.11) and facilities (4.08) played the most important role in their decision making.

Although the marketing and promotion factor gained the lowest score (3.65) of this factor, the majority of the respondents agreed that it still affected their decision making on buying condominium in Bangkok.

Table 17. Respondent's Overall Decision Making Affected by Price, Location, Marketing and Promotion, and Trustworthiness of the company

| Factors | Mean | SD | Interpretation |
|--------------------------------------|-------------|-------------|-----------------------|
| 1. Price | 3.73 | .902 | Agreed |
| 2. Location | 3.69 | .994 | Agreed |
| 3. Marketing and Promotion | 3.65 | .899 | Agreed |
| 4. Facilities | 4.08 | .814 | Agreed |
| 5. Trustworthiness of the company | 4.11 | .770 | Agreed |
| Total | 3.85 | .876 | Agreed |

4.3 HYPOTHESIS TESTING

Hypothesis 1: Women and men are not different when deciding to buy condominiums in Bangkok.

Hypothesis 2: Single and married people are not different when deciding to buy condominiums in Bangkok.

Hypothesis 3: People who have higher income and people who have lower income are not different in deciding to buy condominiums in Bangkok.

Table 18. Gender and Decision Making Affected by Price, Location, Marketing and Promotion, and Trustworthiness of the company

| Variables | n | Sig. |
|------------------|----------|-------------|
| Gender | 110 | .51 |
| Marital Status | 110 | .45 |
| Monthly Income | 110 | .59 |

According to table 18, when the Chi-Square Test was used to test hypothesis 1, no significant difference was found between the gender and the decision making on buying condominium. Therefore, the female and male buyers were similar when deciding to buy condominiums in Bangkok.

Based on the hypothesis 2 result of Chi-Square Test, table 18 indicated that no significant difference was found between the marital status and the decision making on buying condominium. Therefore, the single and married buyers had similar decision making on buying condominiums in Bangkok.

Table 18 also revealed that there was no significant difference between the monthly income level and the decision making on buying a condominium. Therefore, the different monthly income did not contribute to different decision making on buying condominiums in Bangkok.